



An Introduction to Design Thinking

Dominique Dietiker, OEYE, 1.9.2022



agridea

ENTWICKLUNG DER LANDWIRTSCHAFT UND DES LÄNDLICHEN RAUMS
DÉVELOPPEMENT DE L'AGRICULTURE ET DE L'ESPACE RURAL
SVILUPPO DELL'AGRICOLTURA E DELLE AREE RURALI
DEVELOPING AGRICULTURE AND RURAL AREAS

LUXEMBURGERLI Challenge



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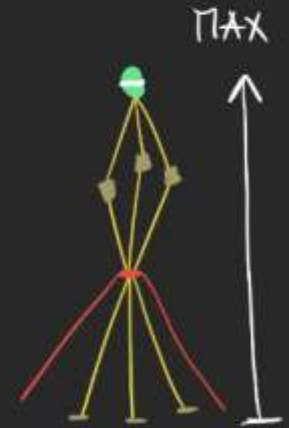
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=



20 SPAGHETTIS

1M TAPE

1M STRING

LUXEMBURGERLI

18
MINUTES

Dominique Dietiker

Group Leader «Communication & Media»
@ AGRIDEA

Dr. Sc. ETH, Dipl. Ing.-Agr. ETH
CAS Project management ZHAW
CAS Design Leadership ZHdK
CAS Design Thinking ZHdK





Tom Wujec | TED2010

Build a tower, build a team



6:37



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How does the Luxemburgerli-Challenge relate to Design Thinking? *

* What is Design Thinking?

Design Thinking is **mindset, process and method** at the same time.

The approach is a driver of **innovation** and strategic development. It promotes the solution of **complex business and social** challenges.

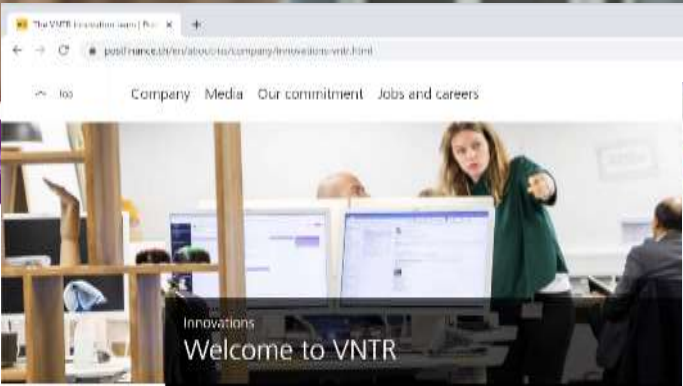
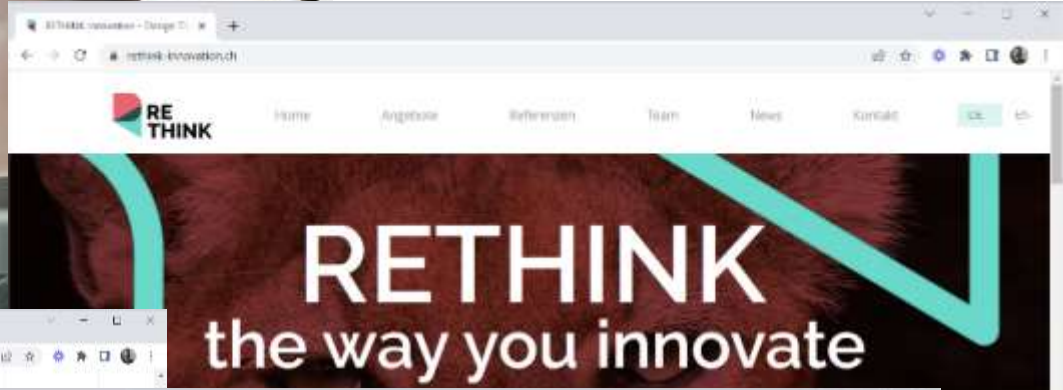
HOW DESIGN THINKING
TRANSFORMS ORGANIZATIONS
AND INSPIRES INNOVATION

CHANGE

**BY
DESIGN**

TIM BROWN

Humand
Centered
Design

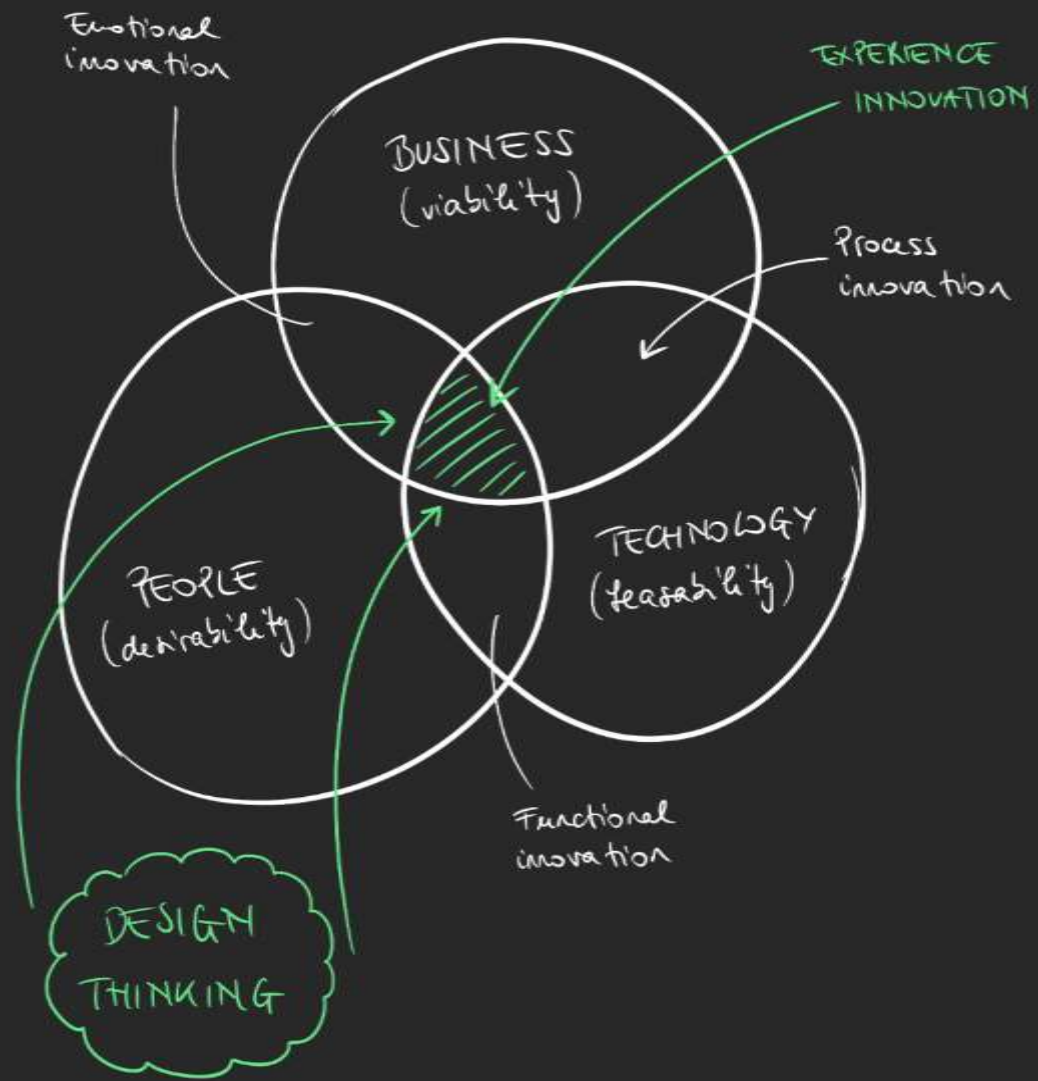


Mindset



1st principle

Holistic







Uber

2nd principle

Change of perspective



EMPATHIE

3rd principle

Do (and fail)

Einstieg I (green sticky)

Leitprogramm (pink sticky)

Merkmale (Gitar) (pink sticky)

Eintrittspunkte (white sticky)

NIVEAU I (cyan sticky)

Merkmale (Gitar) (pink sticky)

Hand-drawn sketches of user interface elements, including a grid, a list of five items, and a form with checkboxes. A diagram on the left shows a flow with labels like "Anmeldung", "Karte", "Zahlung", "Kasse", "Ausgang", "Kasse", "Kasse", "Kasse".

NIVEAU I (cyan sticky)

PDF? (green sticky)

Einstieg II (green sticky)

Kooperationsring (pink sticky)

Problemsite (pink sticky)

Algorithmus Teil (cyan sticky)

Annotation (yellow sticky)

Algorithmus Teil (cyan sticky)

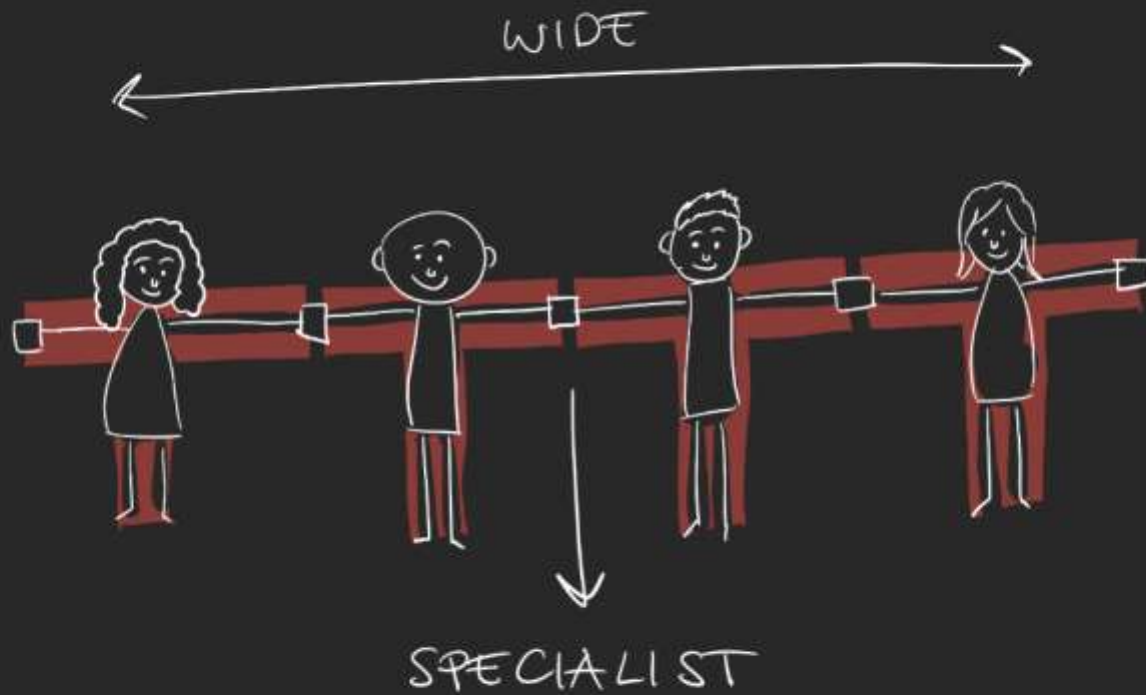
Hand-drawn sketches of user interface elements, including a list of items, a form with checkboxes, and a diagram. A diagram on the right shows a flow with labels like "Kasse", "Kasse", "Kasse", "Kasse".

**Failure is not the opposite of success;
it's part of it.**

Arianna Huffington

4th principle

Collaboration





5th principle

Creativity

Harmonic systems
are stupid systems.

Prof. Dr. Peter Kruse



5 principles

Holistic

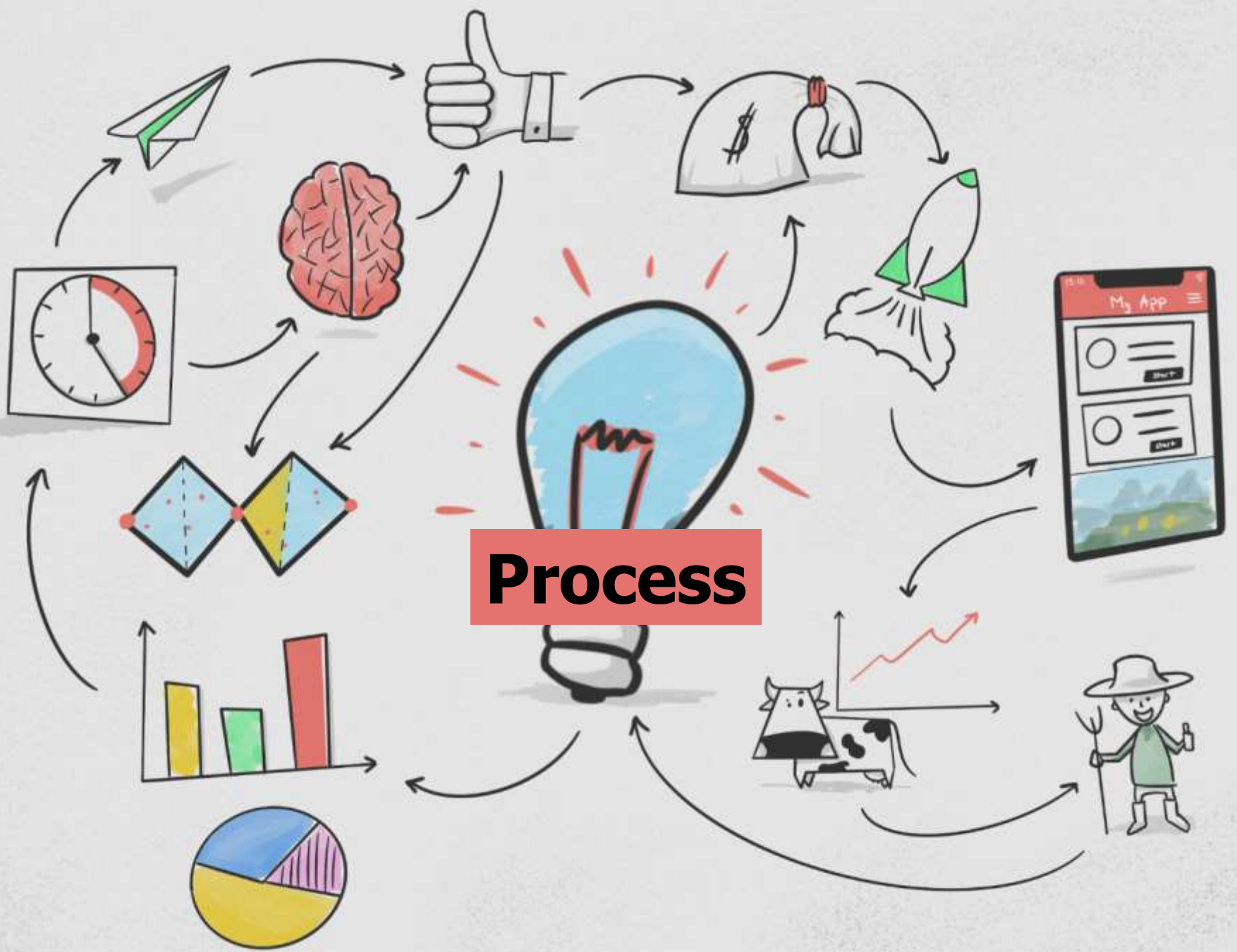
Change of perspective

Do (and fail)

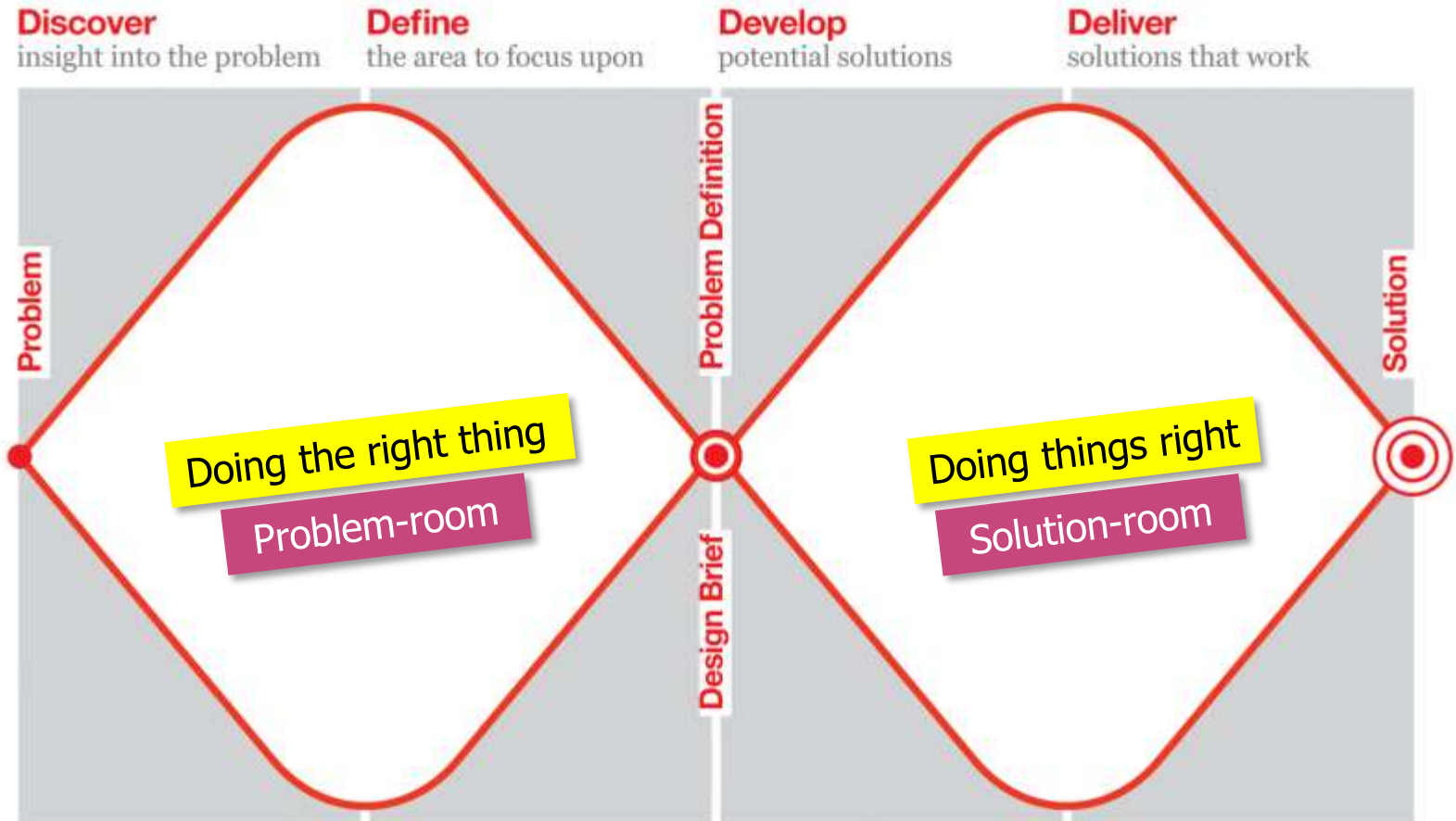
Collaboration

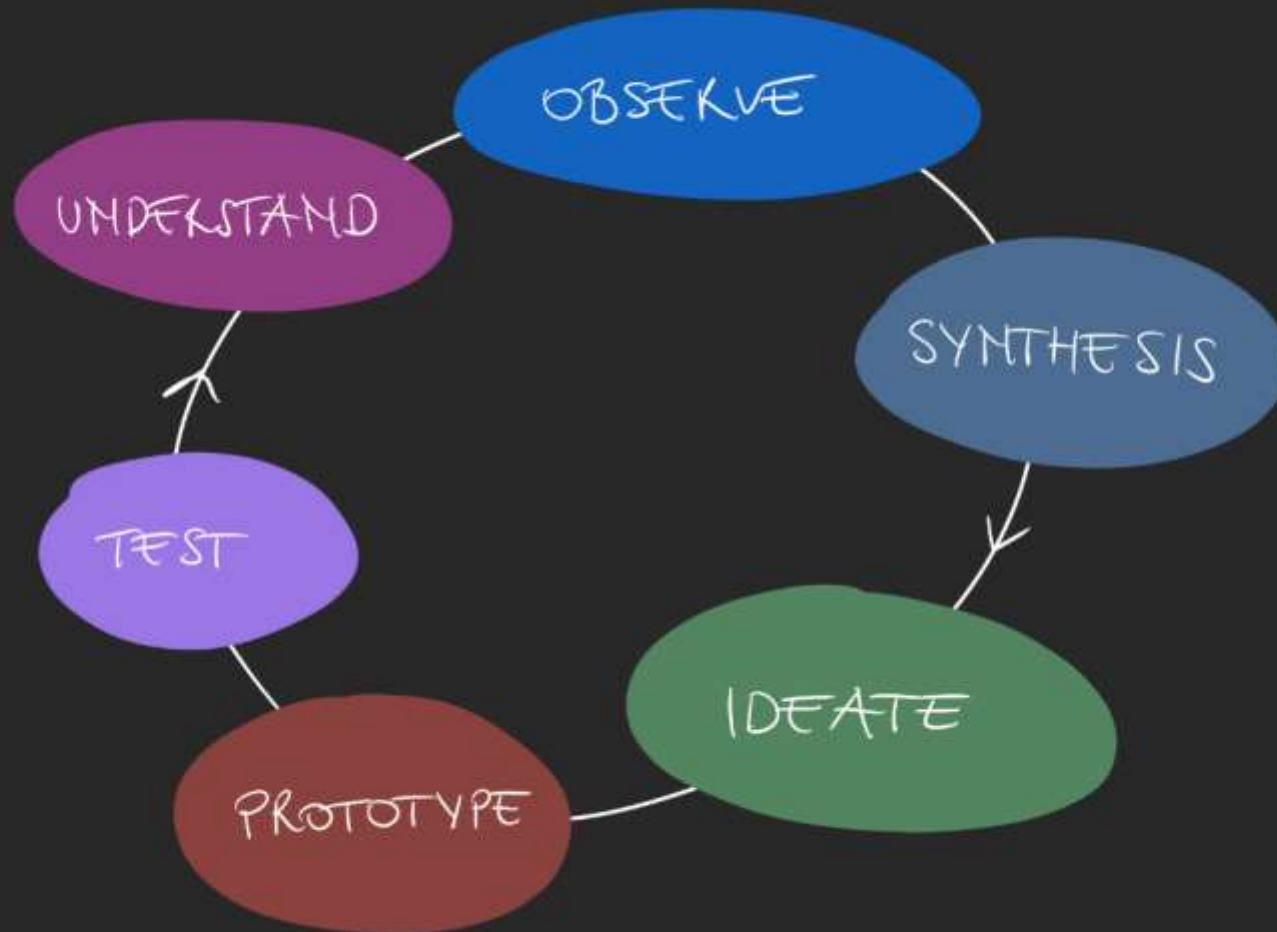
Creativity

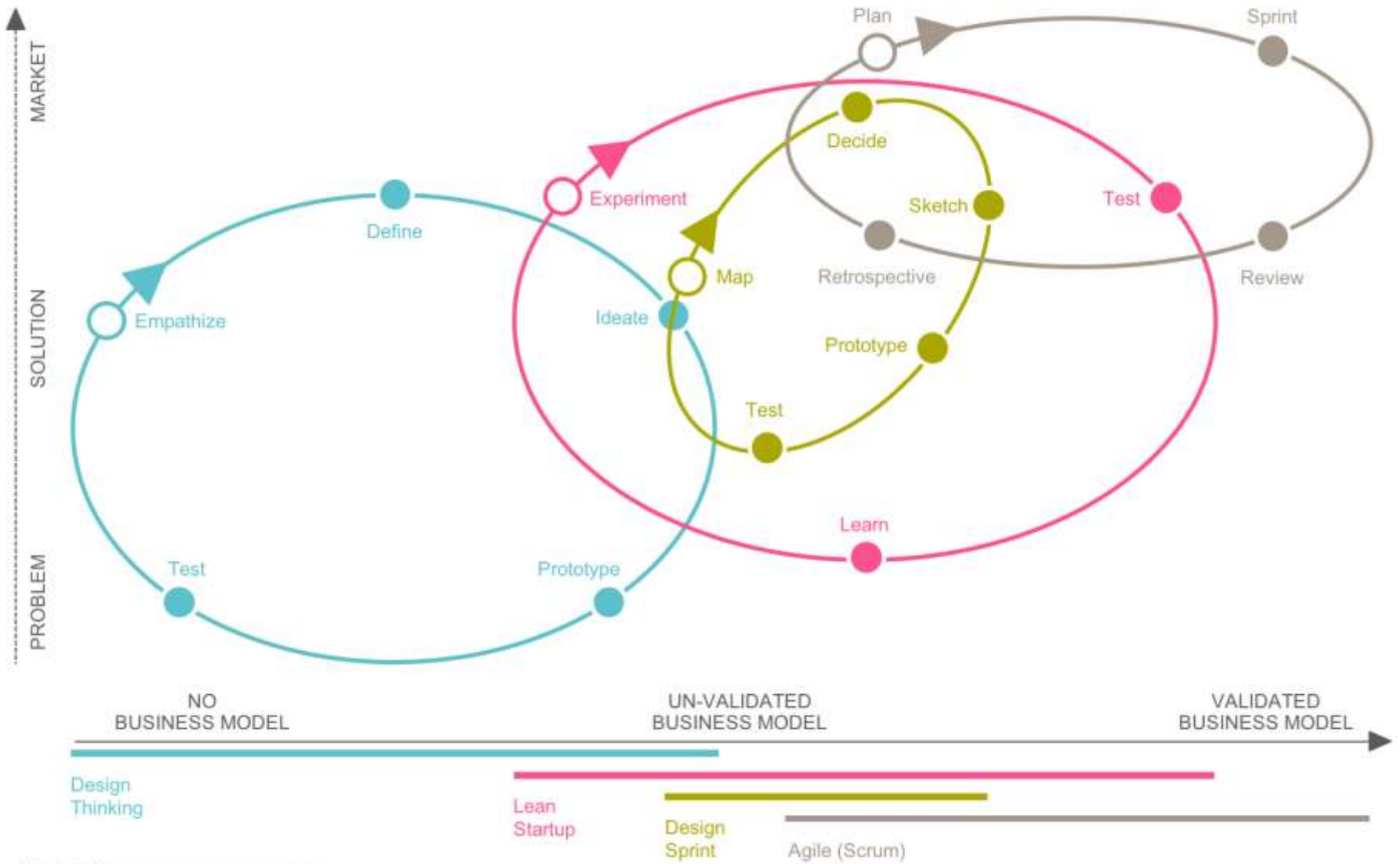
Process



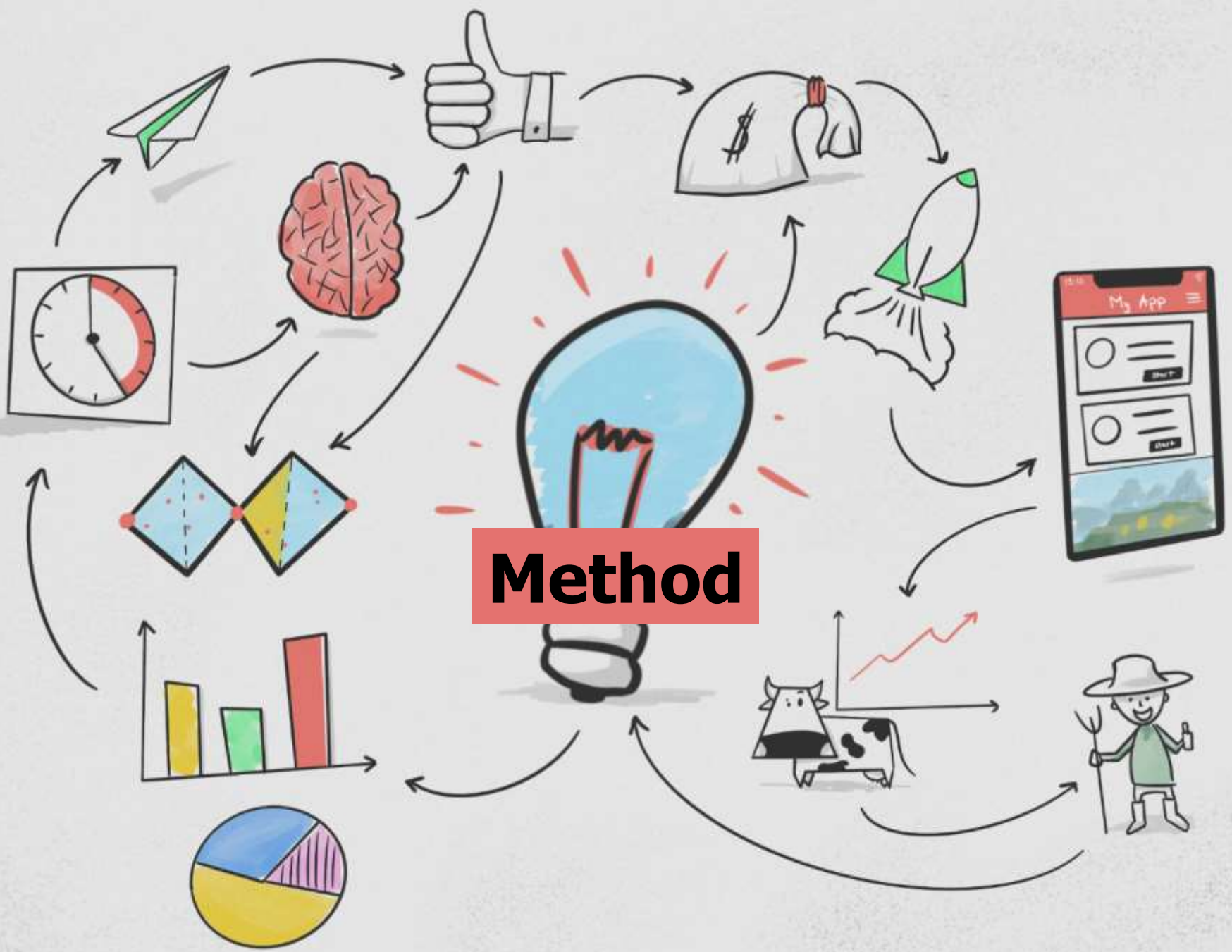
Double Diamond







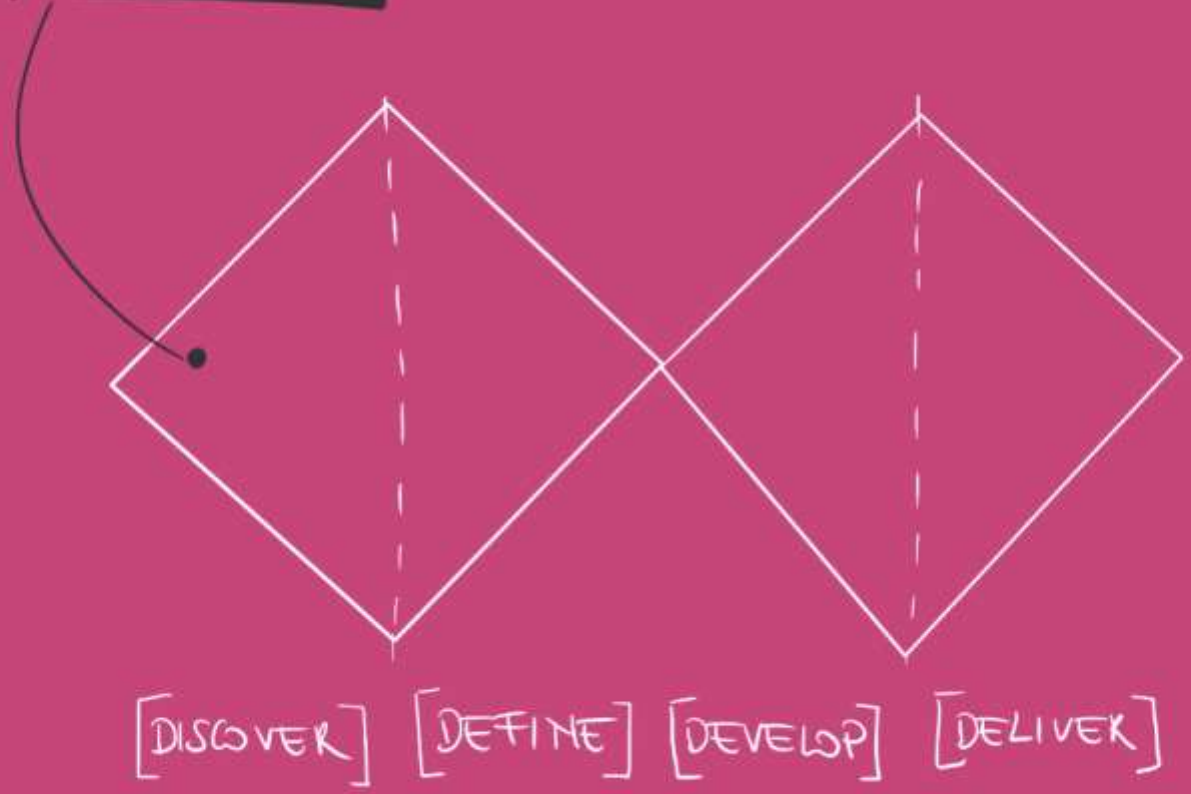
Method



Design Challenge

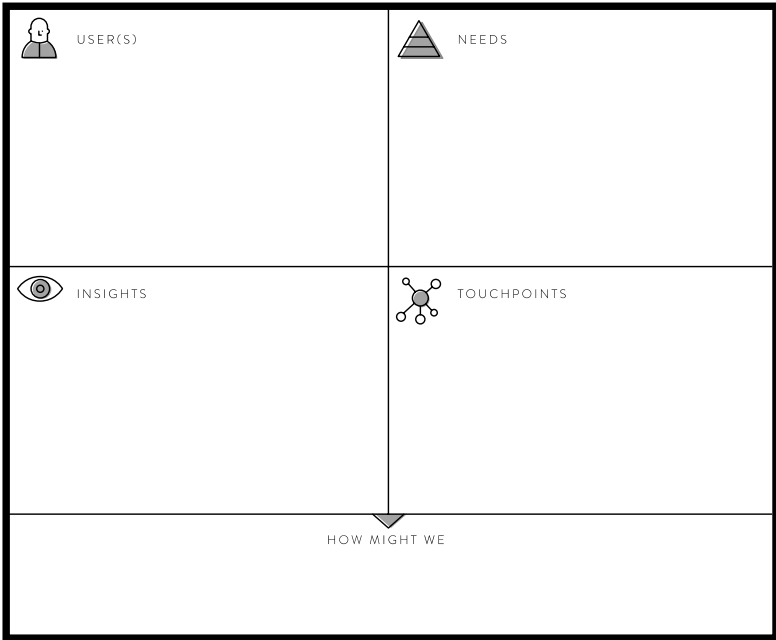
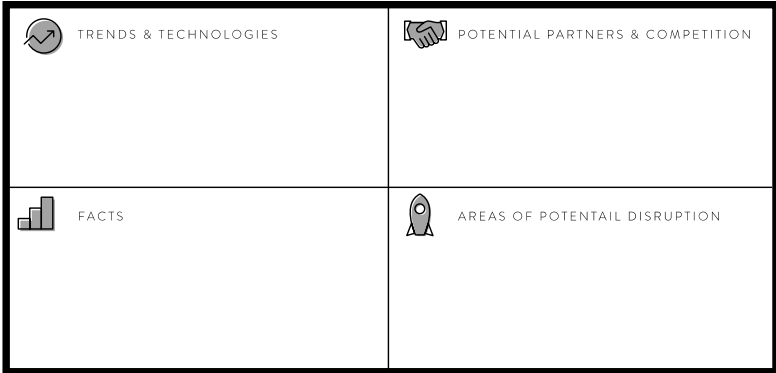
**«Design the perfect
lunchbox for the new
smart-worker»**

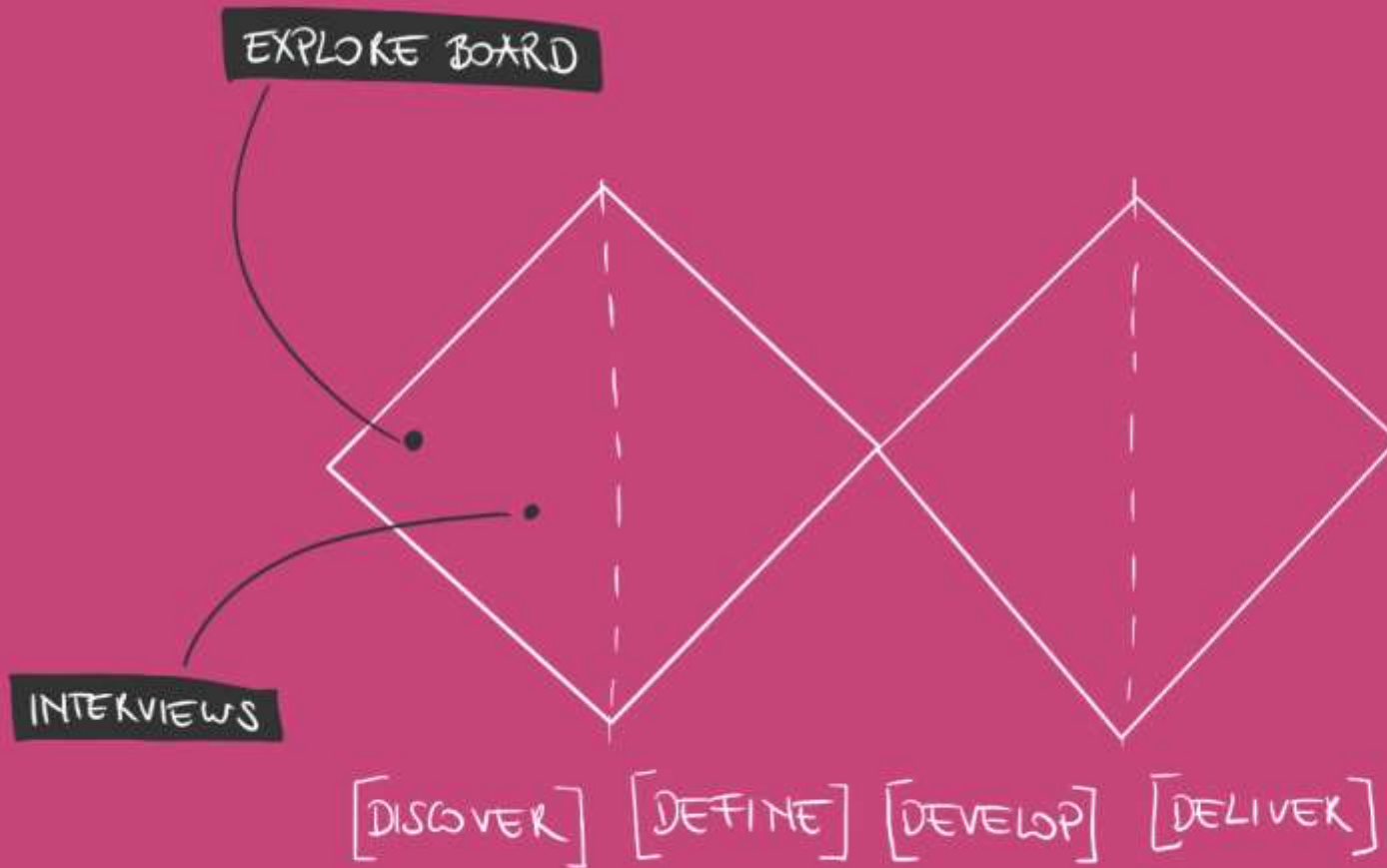
EXPLORE BOARD



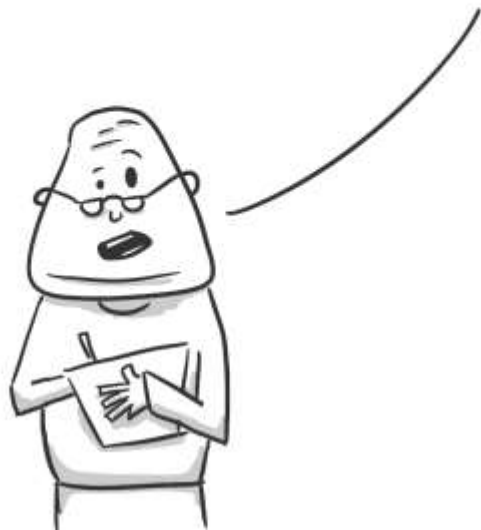
EXPLORE-MODUL

PROJECT NAME _____





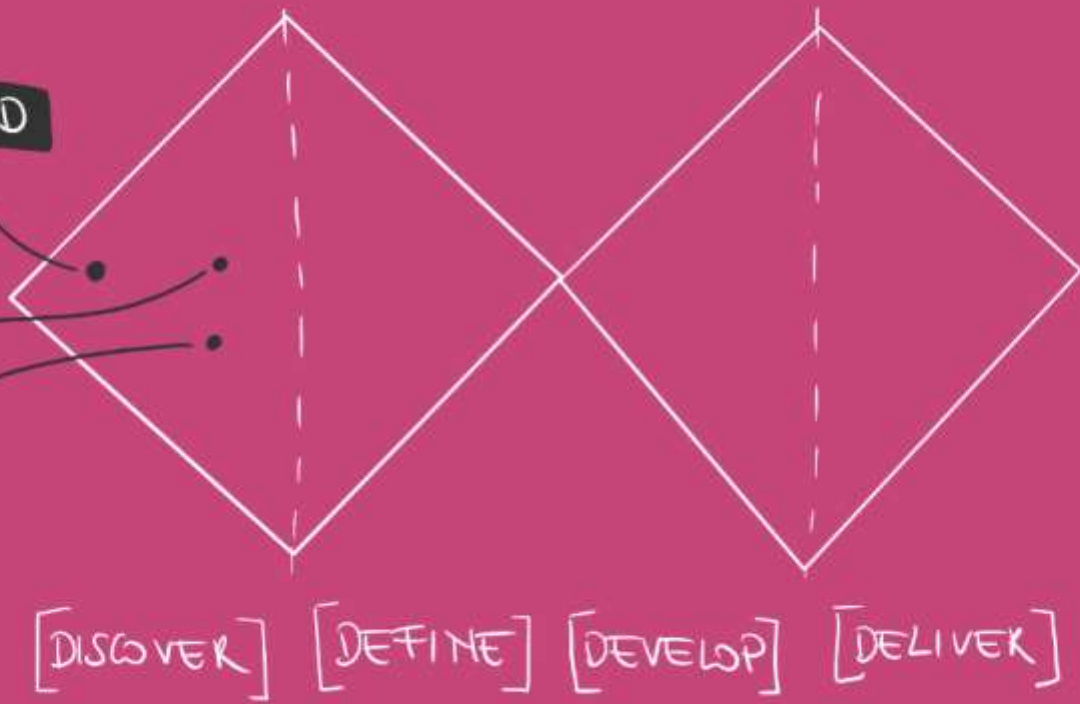
WARUM?

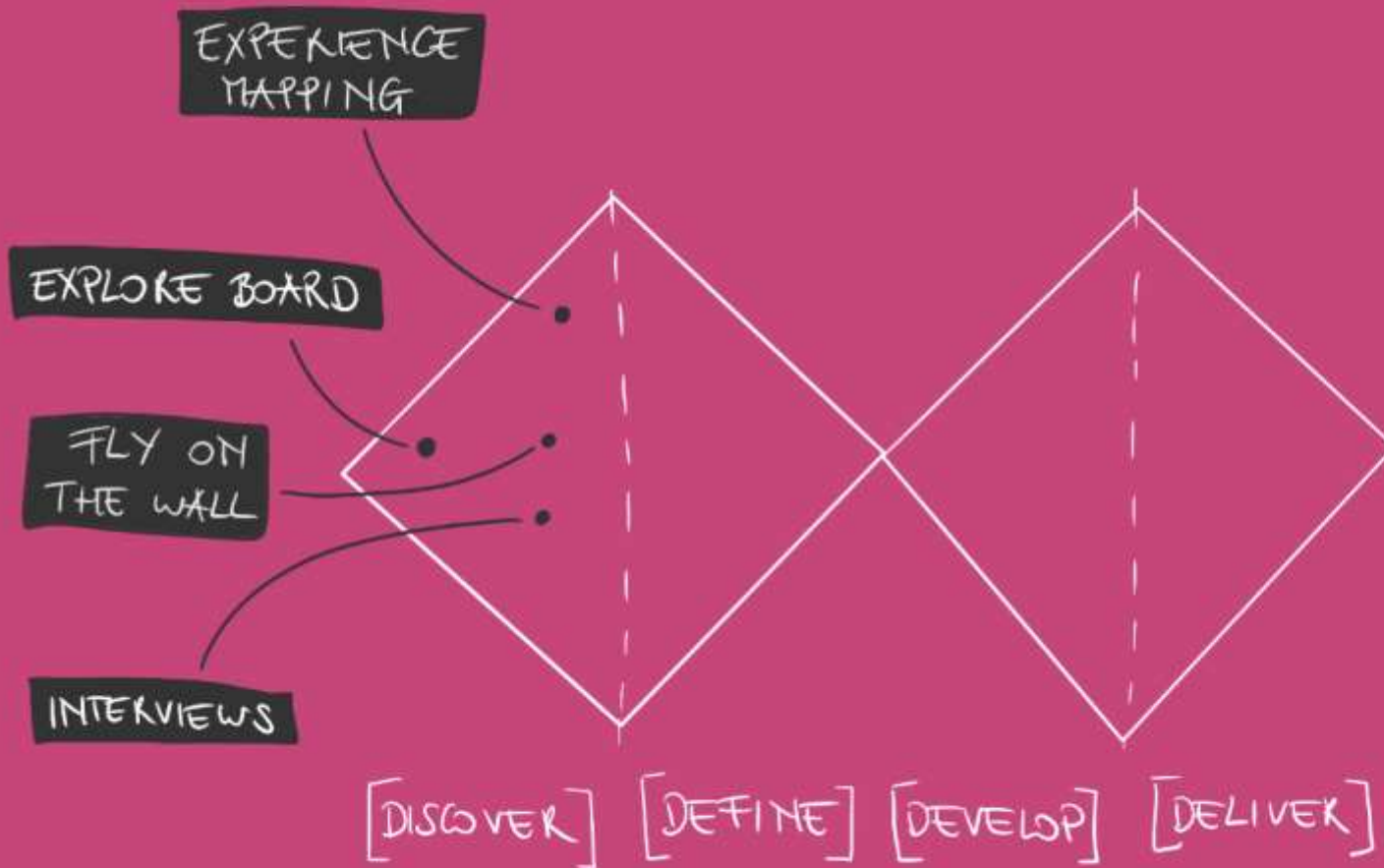


EXPLORE BOARD

FLY ON THE WALL

INTERVIEWS

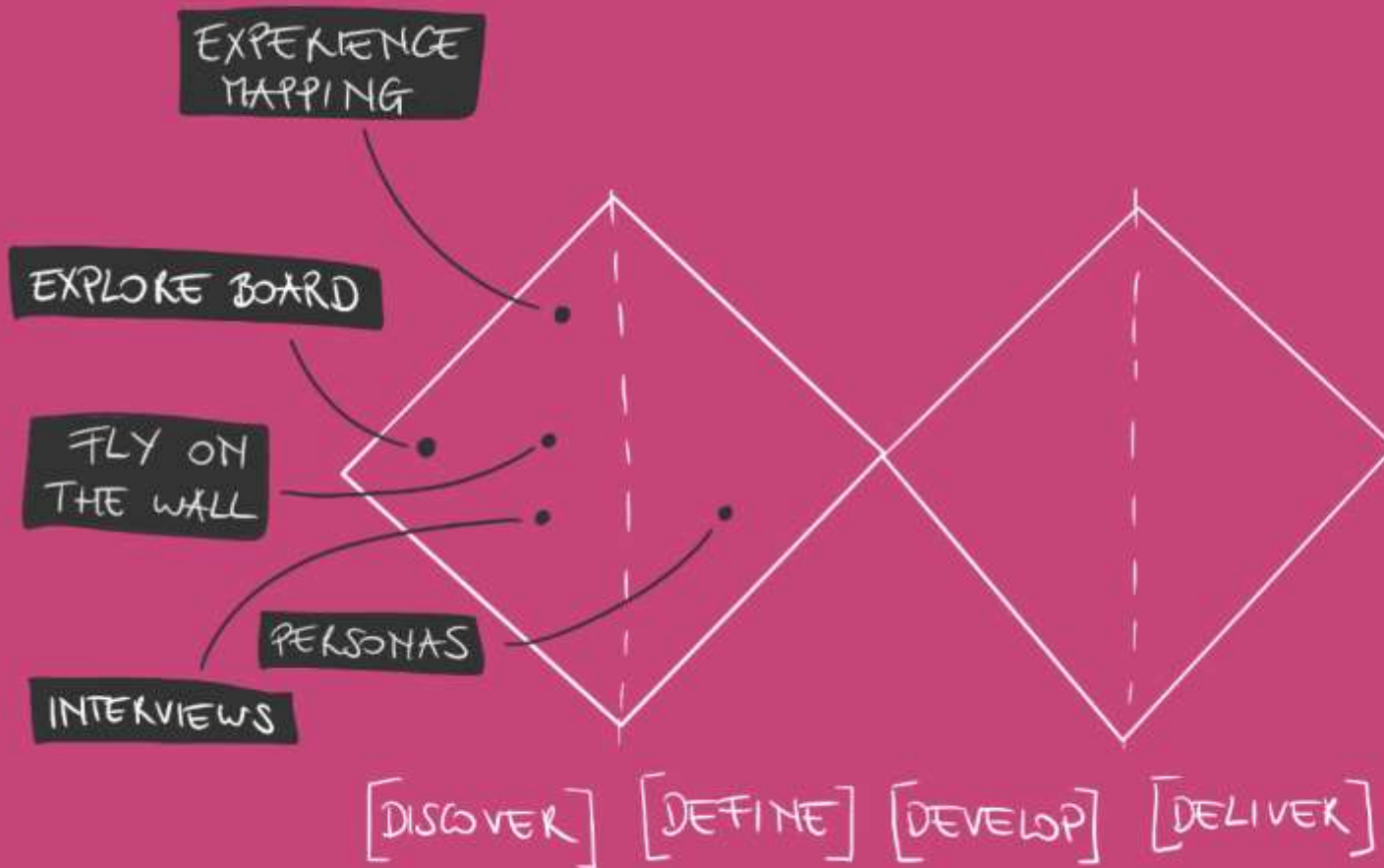


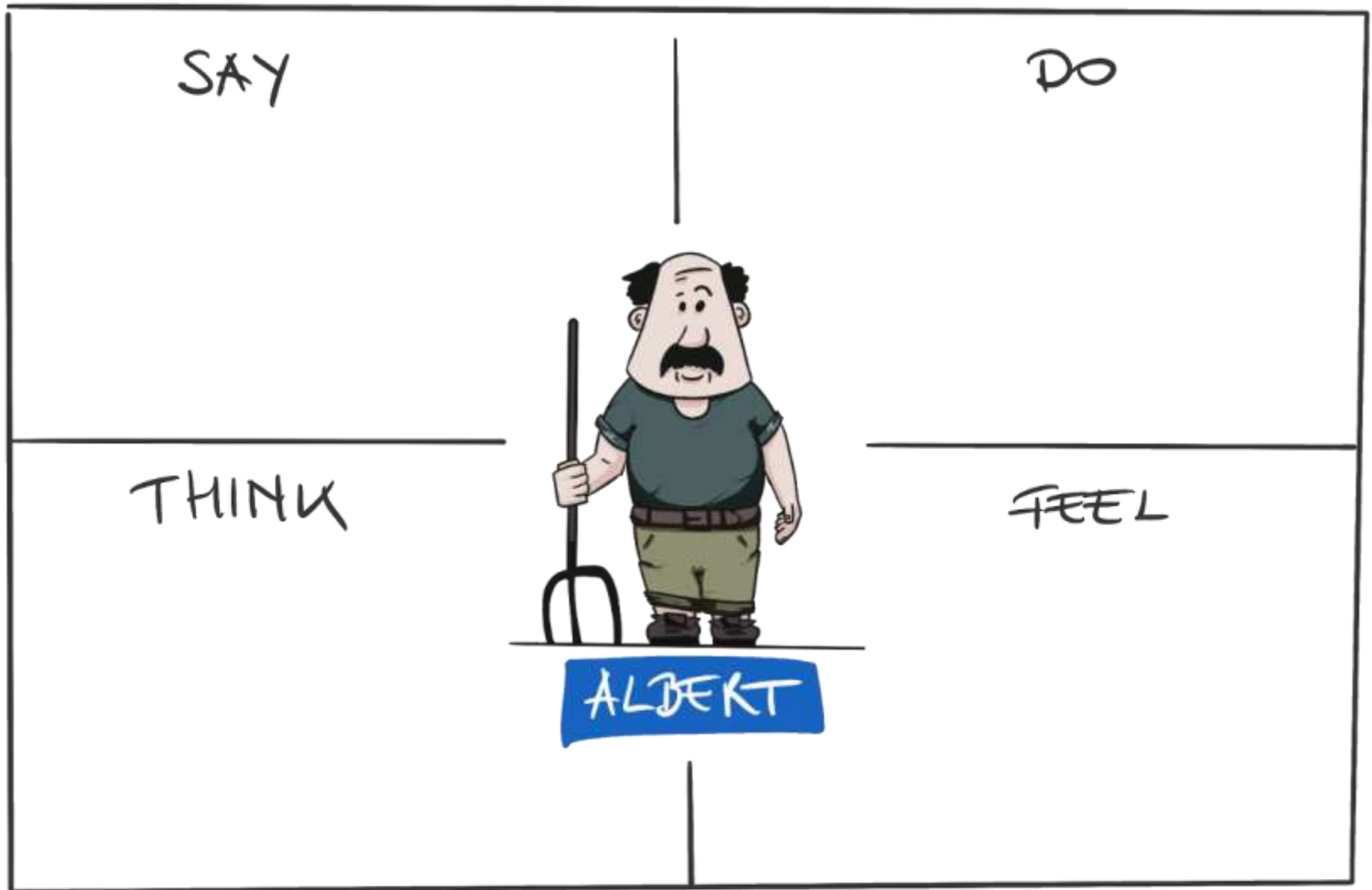


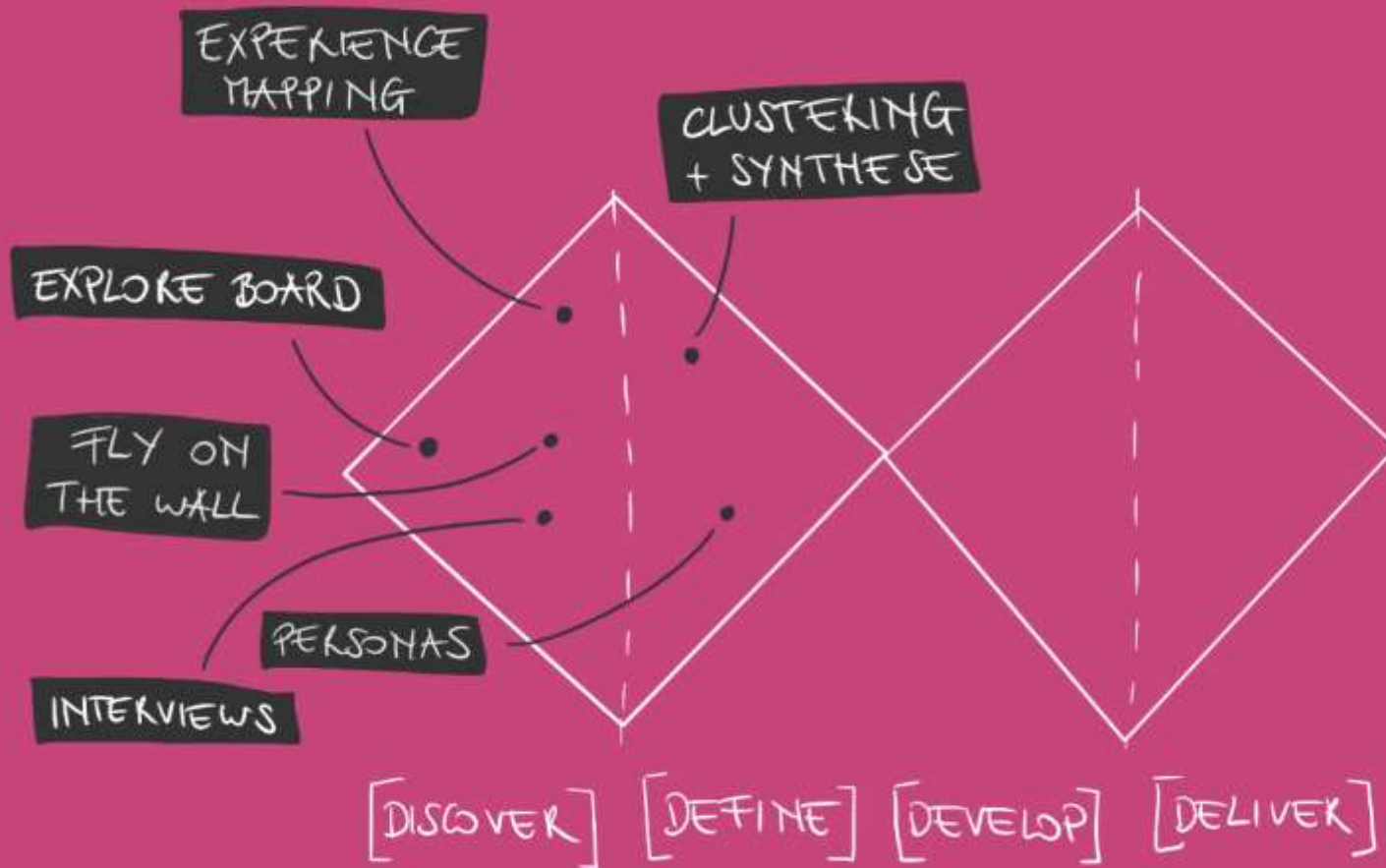
EXPLORE-METHODE 10: USER JOURNEY

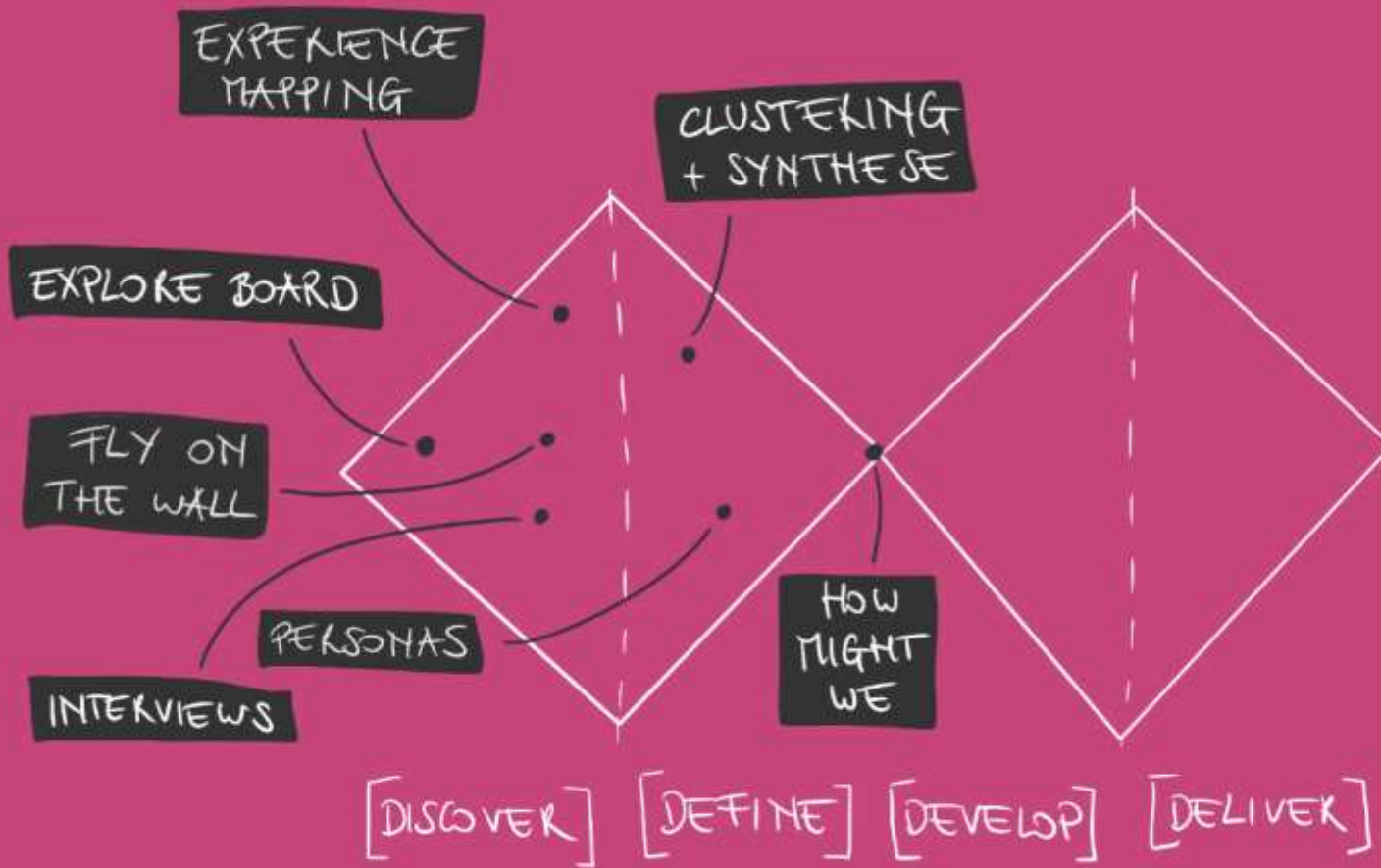
<div style="display: flex; justify-content: space-between; align-items: center;"> PHASE } } } </div>				
STORY				
STAKEHOLDER				
TOUCHPOINTS				
BEDÜRFNISSE & HINDERNISSE				



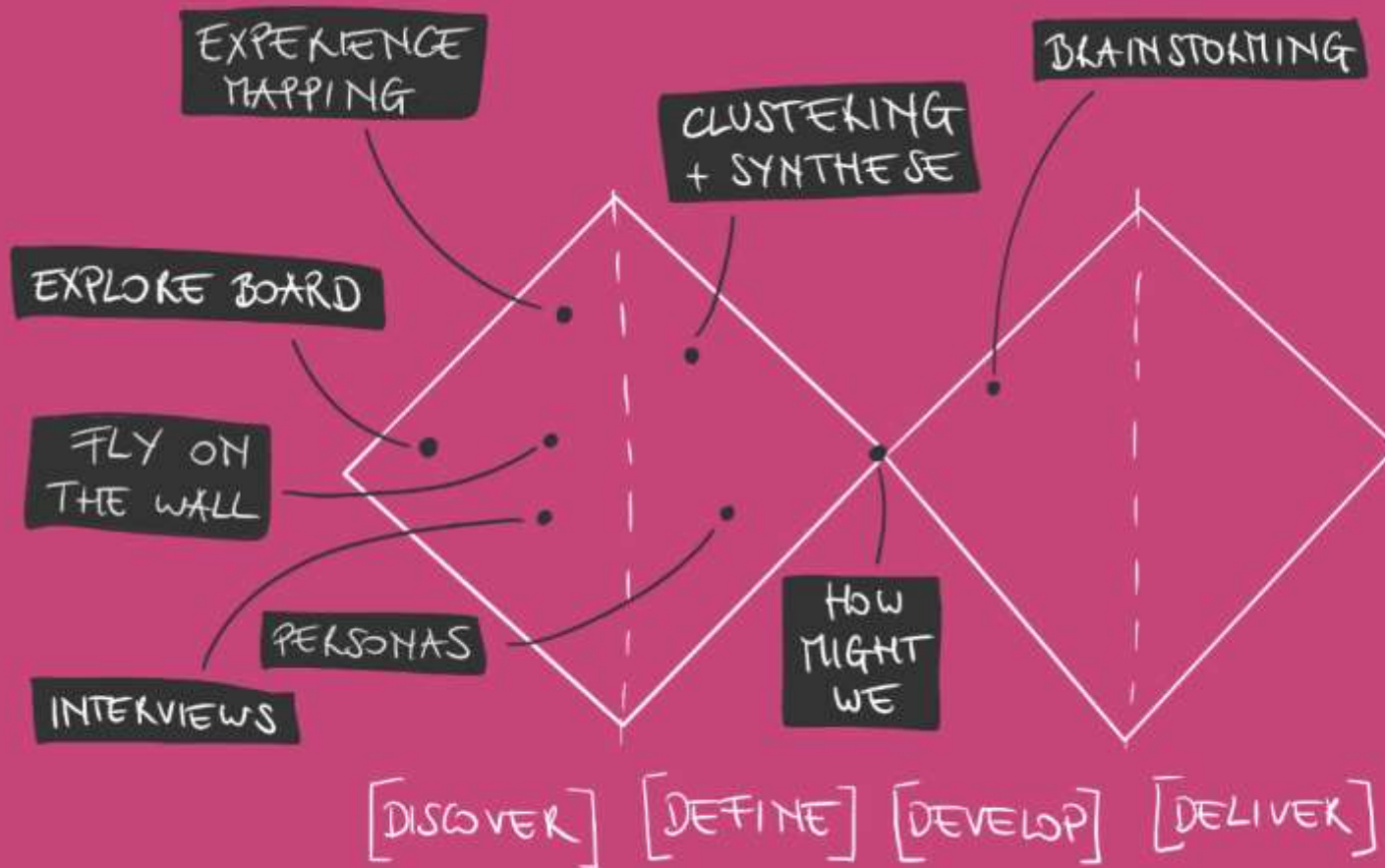


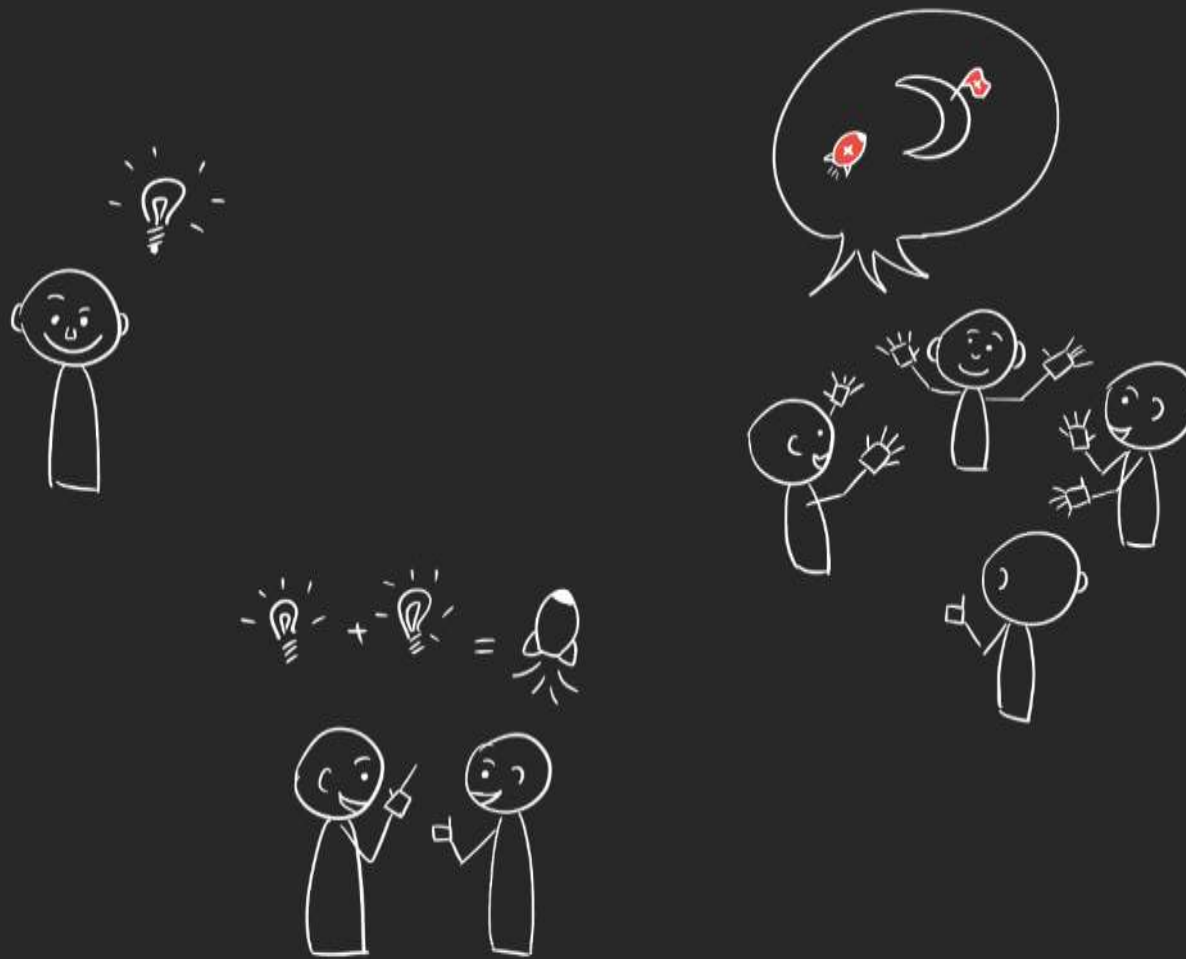


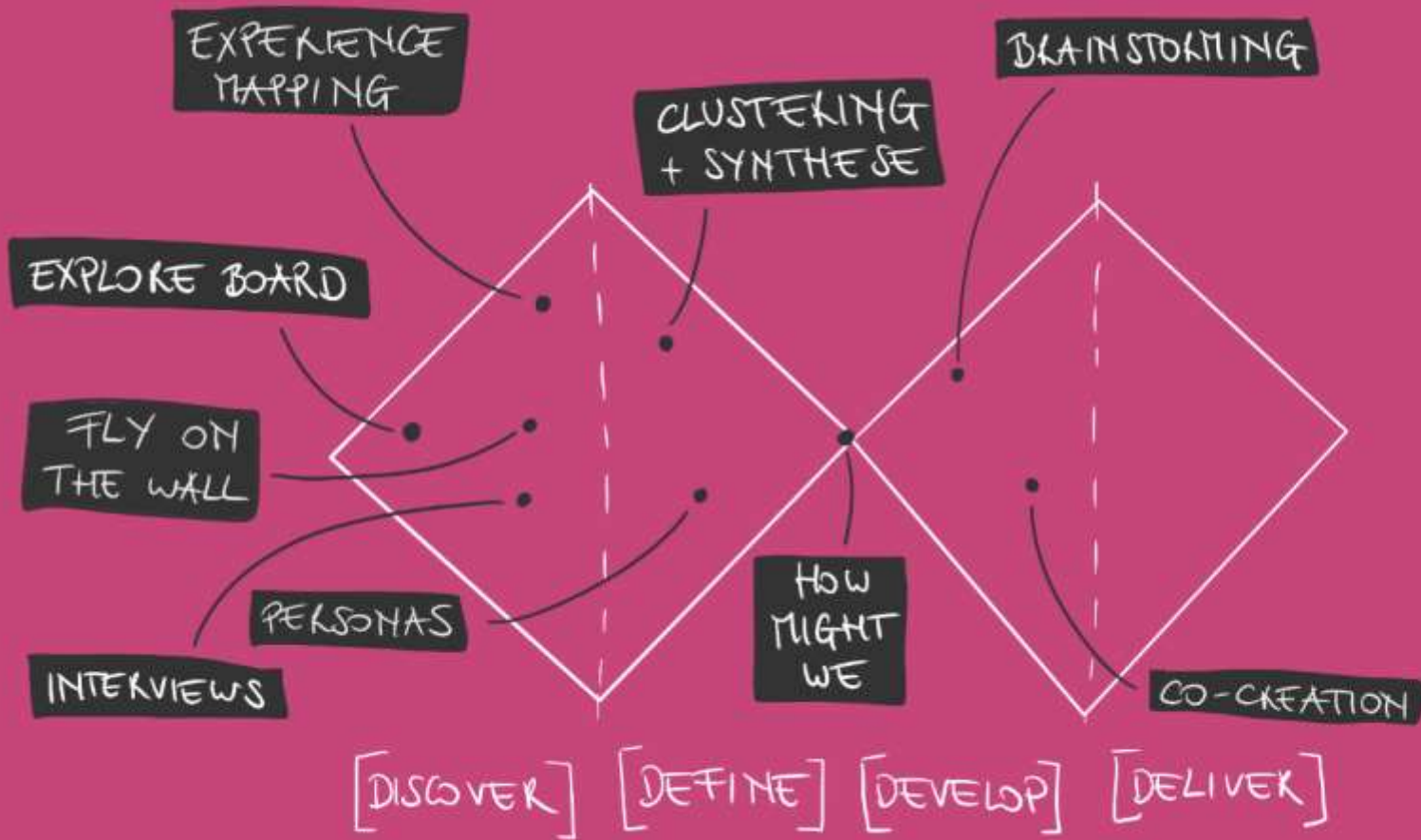


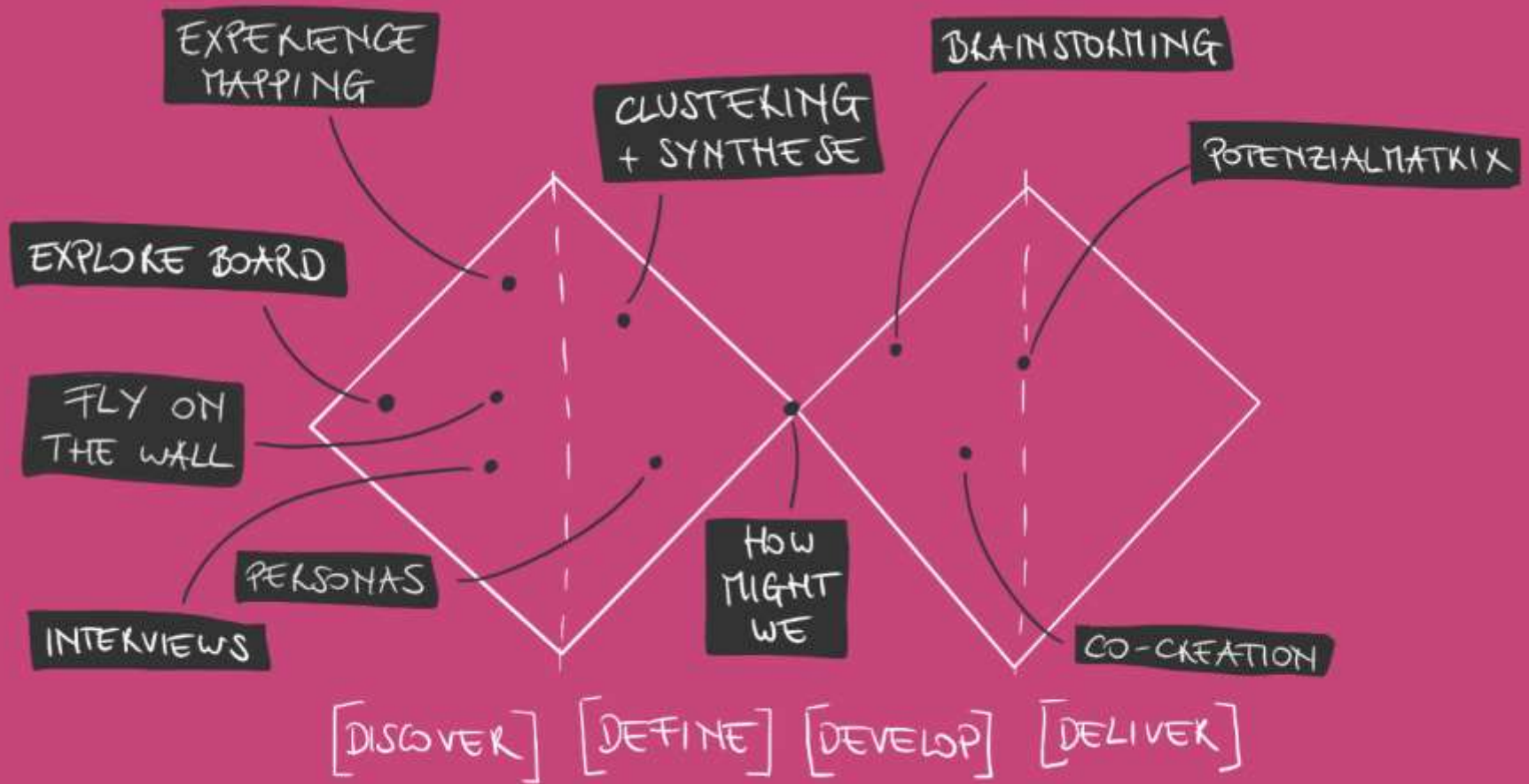


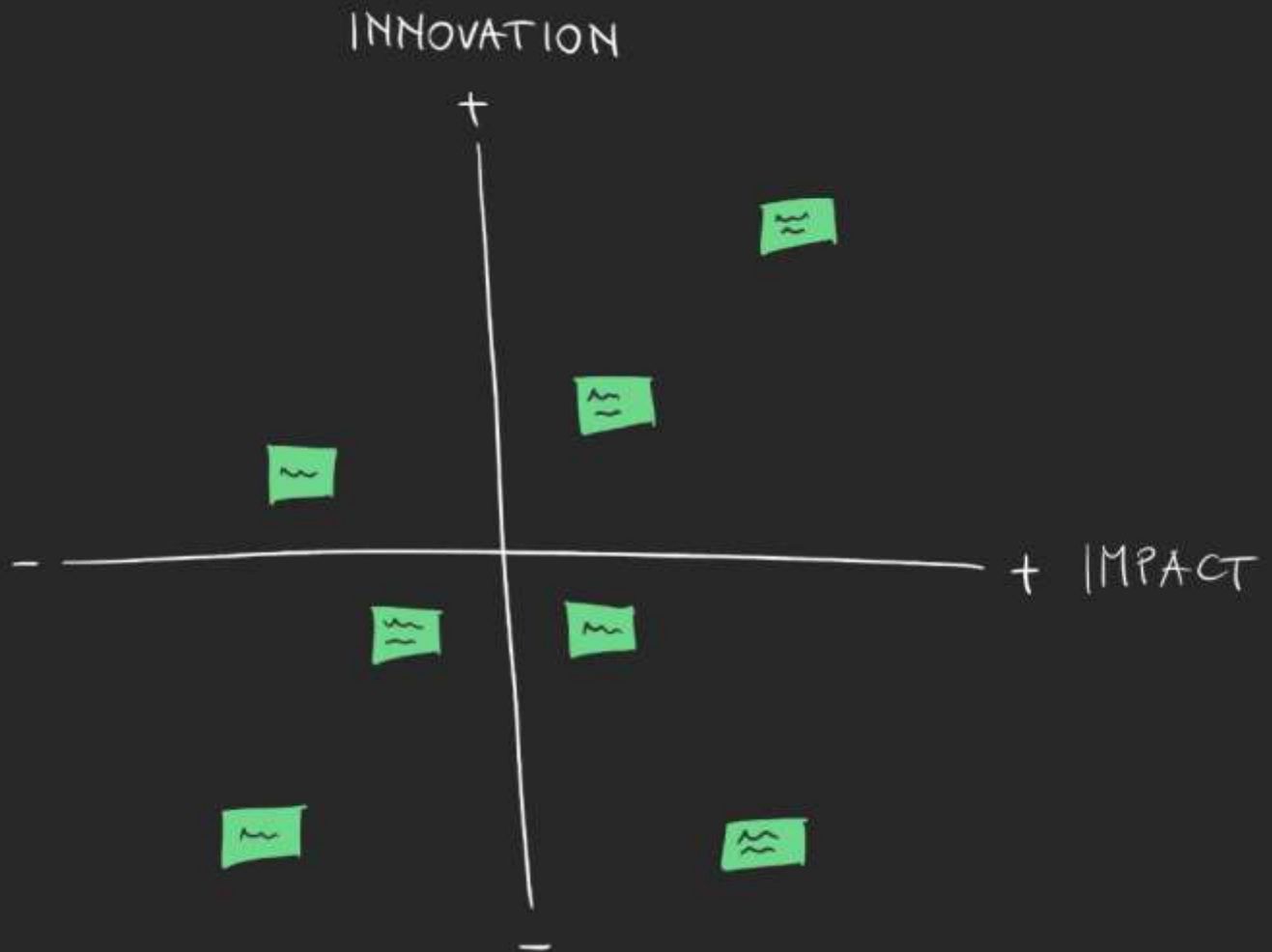
How might get a warm meal
from a cold lanchbox?

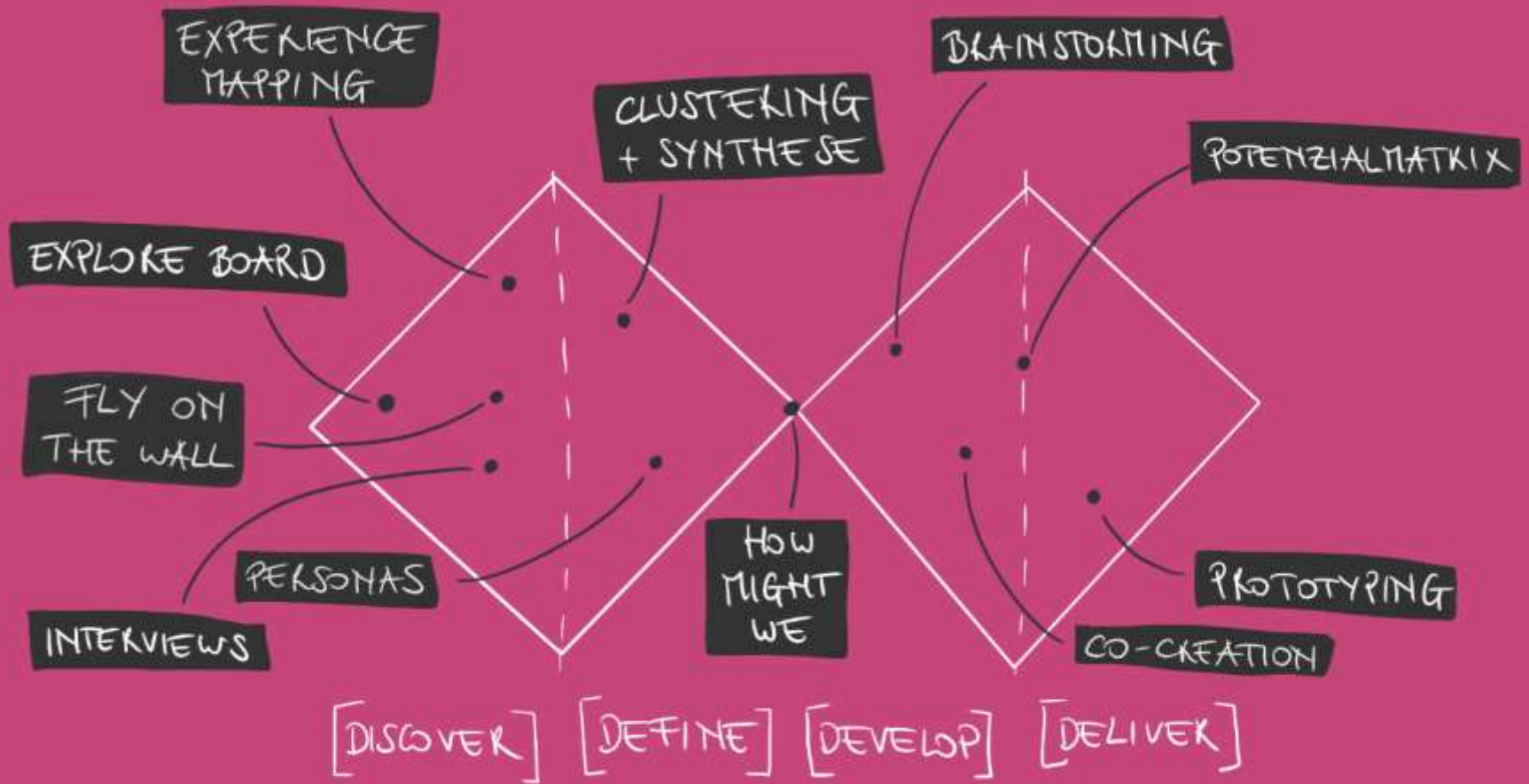


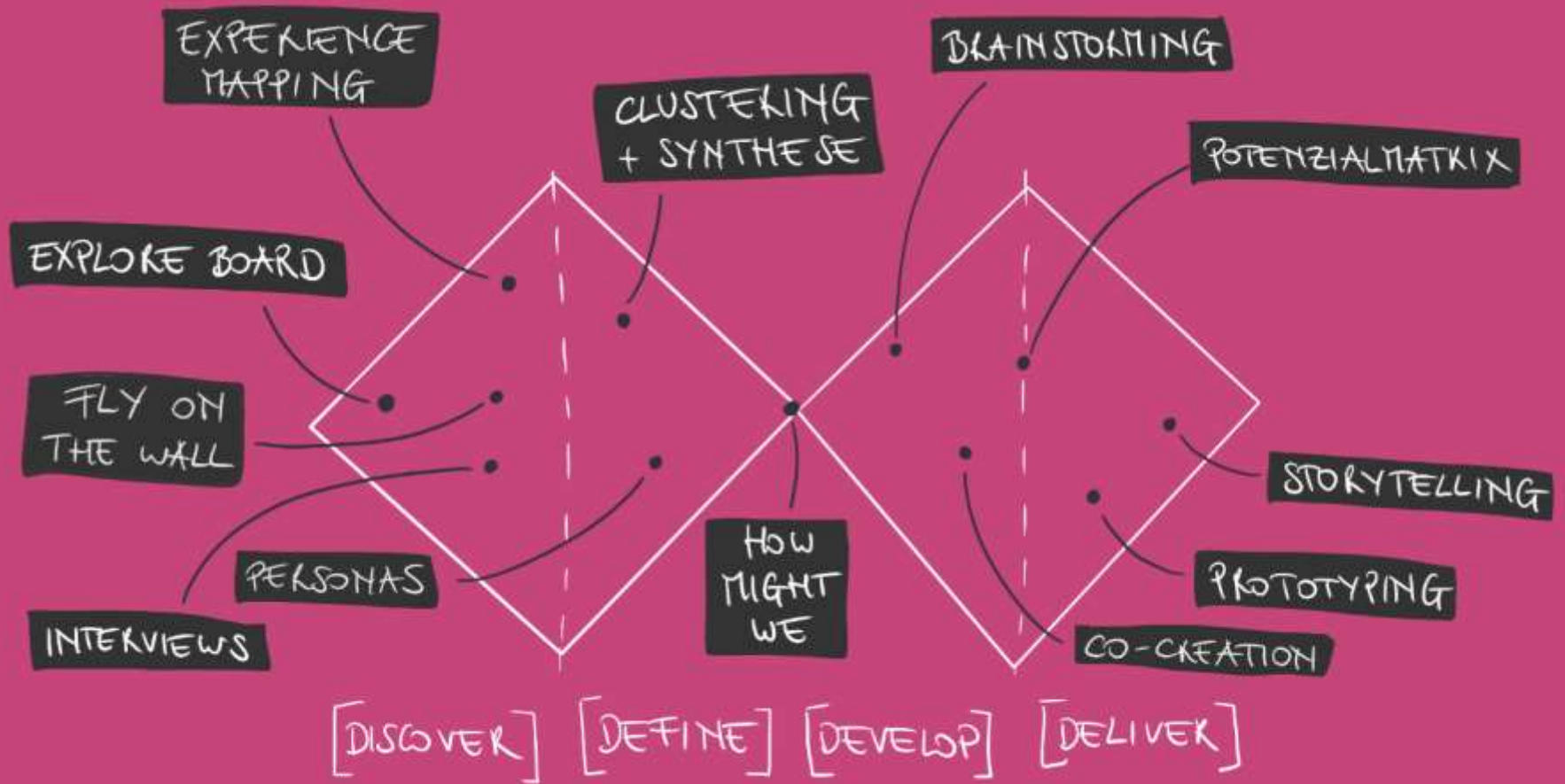


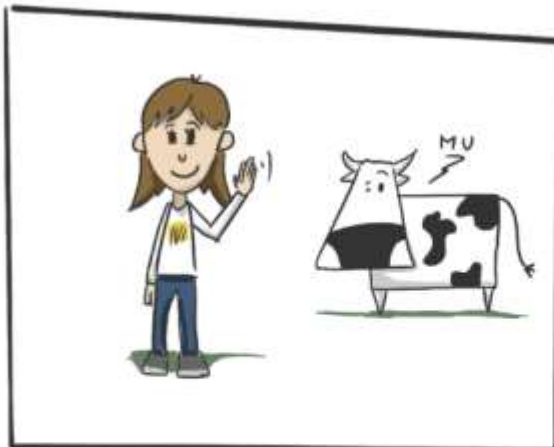












Liselotte Müller ist seit drei Jahren als Strickhof-Beraterin für Tierhaltung unterwegs.



In den letzten Monaten hat sie mehrere Anfragen zum Thema Antibiotika erhalten. Manchmal zweifelt sie an ihren Antworten.



Sie hat die Merkblätter der AGRIDEA gelesen, aber sie möchte mehr davon wissen. Zeit für eine Weiterbildung hat sie nicht, obwohl es durchaus Sinn machen würde.



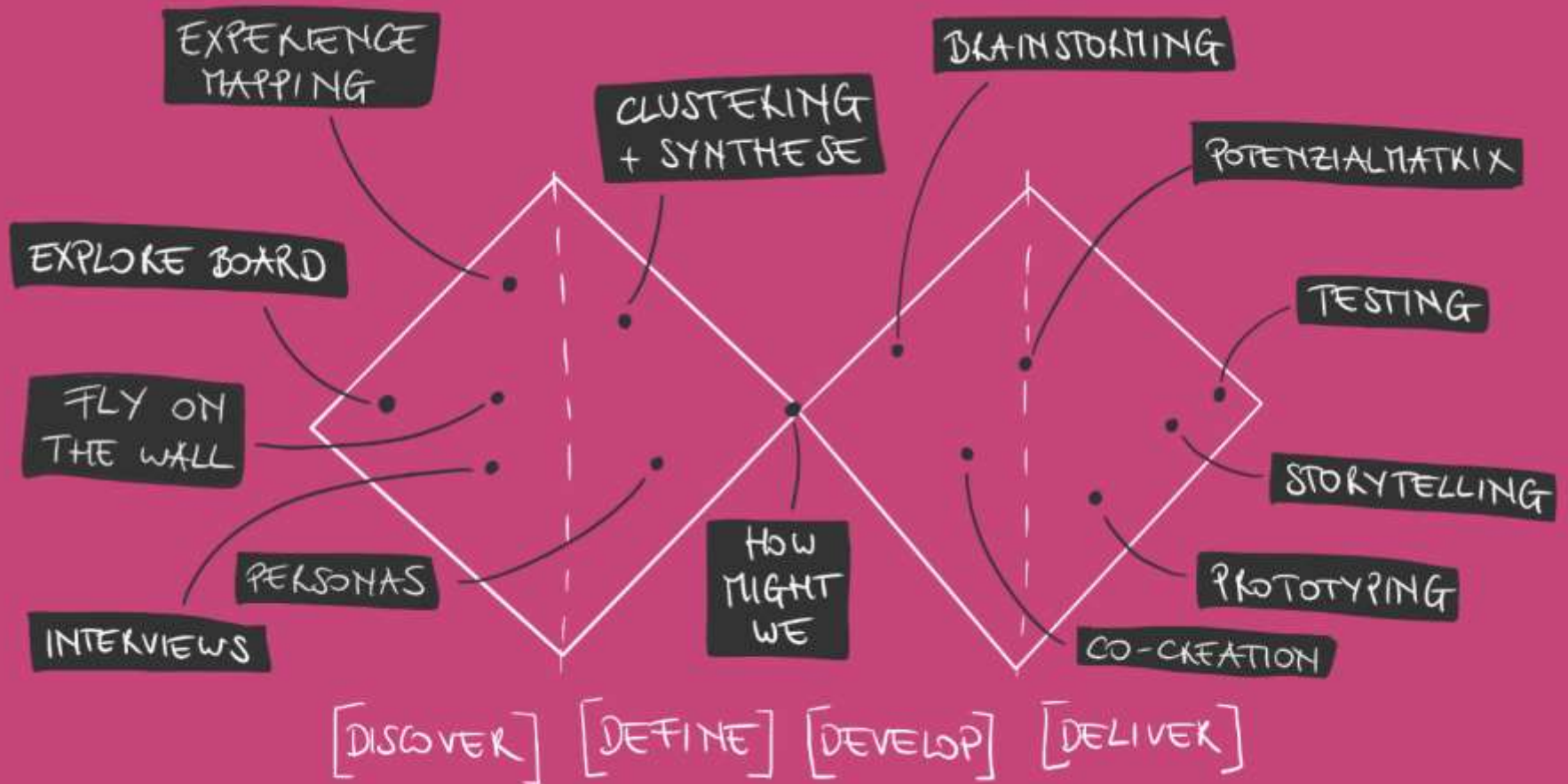
Dann entdeckt sie die Online-Kursplattform der AGRIDEA...



... mit welcher sie sich ins Thema Antibiotika zeit- und ortsunabhängig vertiefen kann.







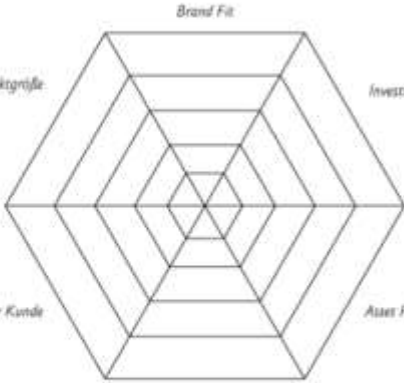




Liselotte jetzt weiss, wie sie immer à jour bleiben kann!



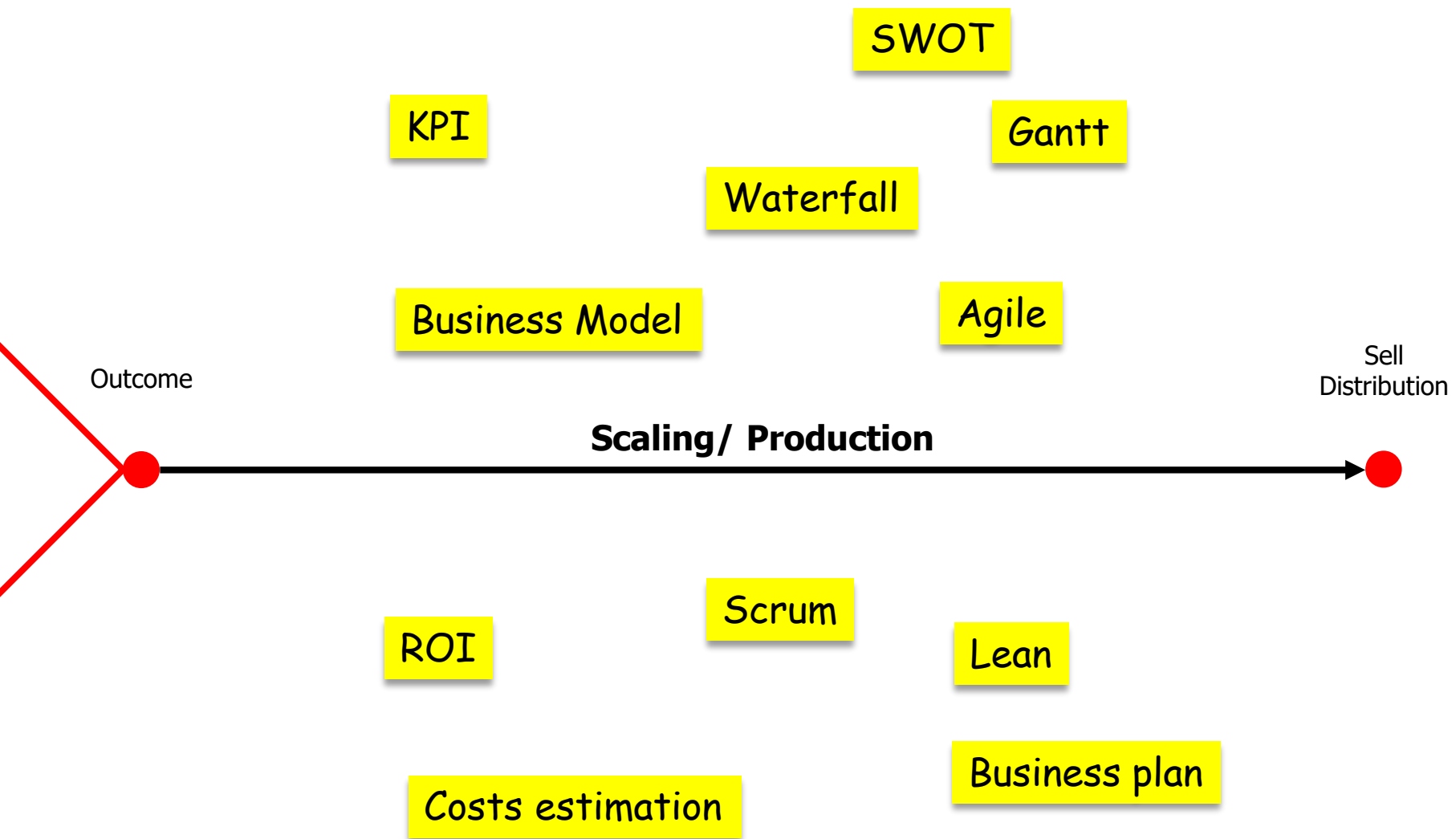
DIGITAL INNOVATION BOARD: EVALUATE

PROJEKTNAM: _____

<p> VALUE PROPOSITION SCORE</p> <p>0 _____ 10</p> <p>Nutzer aktivieren</p> <p>0 _____ 10</p> <p>Präferenz gegenüber Substitutionsprodukten</p> <p>0 _____ 10</p> <p>Kaufbereitschaft</p> <p>0 _____ 10</p> <p>Weiterempfehlung</p>	<p> PREISPUNKT UND KAUFBEREITSCHAFT</p> <hr/> <p> USER EXPERIENCE</p> <p>☹ _____ ☺</p> <p>Emotion</p>
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<p> ASSESSMENT</p>  <p>Brand Fit</p> <p>Investment</p> <p>Asset Fit</p> <p>Virales Potenzial</p> <p>Neuer Kunde</p> <p>Marktgröße</p>	<p> KANÄLE</p> <hr/> <p> UNFAIR ADVANTAGE</p> <hr/> <p> KPI</p> <hr/> <p> REVENUE STREAM</p>
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Post Design Thinking



Danke für Ihre Aufmerksamkeit

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