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1 Design Thinking Concept

What is Design Thinking (DT)?

Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. It is most useful to tackle ill-defined or unknown problems and involves five phases: Empathize, Define, Ideate, Prototype and Test.

The End Goal of Design Thinking:

The design thinking process aims to satisfy three criteria: desirability (what do people desire?), feasibility (is it technically possible to build the solution?) and viability (can the company profit from the solution?). Teams begin with desirability and then bring in the other two lenses.

Desirability: Meet People's Needs

The design thinking process starts by looking at the needs, dreams and behaviors of people—the end users. The team listens with empathy to understand what people want, not what the organization thinks they want or need. The team then thinks about solutions to satisfy these needs from the end user's point of view.

Feasibility: Be Technologically Possible

Once the team identifies one or more solutions, they determine whether the organization can implement them. In theory, any solution is feasible if the organization has infinite resources and time to develop the solution. However, given the team's current (or future resources), the team evaluates if the solution is worth pursuing. The team may iterate on the solution to make it more feasible or plan to increase its resources (say, hire more people or acquire specialized machinery).

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Viability: Generate Profits

A desirable and technically feasible product isn't enough. The organization must be able to generate revenues and profits from the solution. The viability lens is essential not only for commercial organizations but also for non-profits.

2 Design thinking methods and models

The Five Stages of Design Thinking
It has five phases: Empathize, Define, Ideate, Prototype, and Test. These stages are *not* always sequential. Teams often run them in parallel, out of order, and repeat them as needed.

Stage 1: <u>Empathize</u>—Research Users' Needs

The team aims to understand the problem, typically through user research. Empathy is crucial to design thinking because it allows designers to set aside your assumptions about the world and gain insight into users and their needs.

Stage 2: Define—State Users' Needs and Problems

Once the team accumulates the information, they analyze the observations and synthesize them to define the core problems. These definitions are called **<u>problem statements</u>**.

Stage 3: Ideate—Challenge Assumptions and Create Ideas

With the foundation ready, teams gear up to "think outside the box." They brainstorm alternative ways to view the problem and identify innovative solutions to the problem statement.

Stage 4: Prototype—Start to Create Solutions

This is an experimental phase. The aim is to identify the best possible solution for each problem. The team produces inexpensive, scaled-down versions of the product (or specific features found within the product) to investigate the ideas.

Stage 5: Test—Try the Solutions Out

The team tests these prototypes with real users to evaluate if they solve the problem. The test might throw up new insights, based on which the team might refine the prototype or even go back to the Define stage to revisit the problem.

3 A workshop on how to formulate a problem for a startup company using brainstorming - what is the problem in the market

Definition of brainstorming

Brainstorming is a creative thinking technique for coming up with new ideas and solving problems. Brainstorming encourages free thinking and allows for all ideas to be voiced without judgment, fostering an open and innovative environment. This process typically involves a group of people, although it can be done individually as well.

Benefits of brainstorming
Here are some of its many advantages:

Encourages creativity

Brainstorming sessions are meant to be free of judgment. Everyone involved is meant to feel safe and confident enough to speak their minds. There will be some good and some bad ideas, but this doesn't matter as long as the final outcome is one that can solve the problem. This kind of free-thinking environment, along with a few essential brainstorming rules, encourage creativity in the workplace.

Fosters collaboration and team building

Brainstorming is not only good for problem-solving. It also allows employees and team members to understand how the people around them think. It helps the team get to know each other's strengths and weaknesses and helps build a more inclusive and close-knit workforce.

Generates innovative, revolutionary ideas

Brainstorming is the perfect mix between a free-thinking, creative environment and one that is governed by rules. Being faced with a defined problem or asking questions like "What do we do in X scenario?" forces everyone in the room to come up with ideas and solutions. No two people think alike. So, combining the good parts of everyone's answers will result in holistic and revolutionary solutions.

Establishes different perspectives

One of the major benefits of brainstorming is that it allows and encourages all members of the session to freely propose ideas. This type of environment fosters courage in people who may not usually offer their perspective on a problem. Garnering a range of different perspectives can lead to a never-before-thought-of solution.

Introduces many ideas quickly

The beauty of brainstorming is that it encourages teams to come up with many ideas in a relatively short period of time. Ideas are thrown around, and every train of thought is documented. Different perspectives give different answers, and sifting through a few good answers in quick succession may lead to the perfect solution in no time.

Types of brainstorming techniques

There are plenty of creative brainstorming techniques to choose from. Here are some of the most popular ones:

Reverse brainstorming

In a typical brainstorming session, the group is asked to consider solutions to a problem. This means that they will spend time thinking about the outcome — the end goal — rather than the root of the problem — the starting point. Reverse brainstorming is simply the opposite: teams are asked to ideate on the problem instead of the solution. This type of brainstorming is done before the start of an important project, as it helps teams anticipate any future obstacles that might arise.

Random word brainstorming

One of the main goals of a brainstorming session is to come up with new ideas. One of the best ways to do this is to say the first words that come to mind when a specific topic or subject is mentioned. Random word brainstorming allows for exactly that. The team is given a problem, and they need to shout out the first words that they think of, regardless of what they are. These words are then written down and later put into interesting combinations to see if they will lead to a usable solution. This brainstorming method is extremely fast and usually very efficient at solving a defined problem.

The 5 Whys Method

Like the reverse brainstorming method, the <u>5 Whys method</u> aims to look at the root causes of a problem to stop that same issue from arising again. This method attempts to curb the problem before it can reoccur by asking the question "why?" over and over until it can no longer be answered. Once you reach this stage, you have arrived at the root cause of the issue.

SCAMPER model

Developed by Bob Earle, an author of creativity books for kids, the <u>SCAMPER model</u> was originally a game aimed at imagination development in adolescents. It has, however, become popular in the corporate world as a means of improving and encouraging creativity in team members when dealing with complex, defined problems. Using this model, your team will view a problem through 7 filters: substitute, combine, adapt, modify, put to another use, eliminate, and reverse.

Rapid ideation

Rapid ideation brainstorming is almost the exact same thinking model as random word brainstorming. In this method, however, everyone writes down the solutions they are thinking of instead of shouting them out. This gives

participants a bit more privacy with their immediate thoughts — possibly leading to even more creative and revolutionary outcomes.

Starbursting

Once again, brainstorming can change based on the team's perspective and each session's expected outcome. Starburst brainstorming focuses on getting the team to ask questions instead of coming up with answers.

4 Idea improvement workshop using zero draft and SCAMPER

A Zero Draft is your first attempt to assemble thoughts related to your research topic or question. It is a more or less unstructured piece of writing that flows quickly from your own mind as you reflect upon your topic, your questions, and your reading. A Zero Draft is focused free writing or the very next step.

It captures the point where the writing project begins to take shape, when you can start to discern what the final product will look like. The zero draft is somewhere between pure chaos and the first draft, and it may not actually exist as a formal draft. The zero draft provides a shape that you want the final writing product to have and can serve as a point for feedback. Or you can show it to no one else and instead use it as a starting point.

What is the SCAMPER technique?

The SCAMPER technique is a <u>creative problem-solving method</u> that encourages individuals to think differently and generate innovative solutions. Each letter in the acronym stands for a different aspect of the technique: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse. By systematically applying these seven strategies, individuals and teams can explore new perspectives, challenge assumptions, and come up with unique ideas.

Understanding the components of SCAMPER
S – Substitute

The first component of the SCAMPER technique is Substitute. This involves replacing one element or component of a problem with something else. By

considering alternative options, you can challenge conventional thinking and uncover new possibilities. For example, if you're trying to improve the packaging of a product, you could substitute traditional materials with more sustainable alternatives. This simple substitution could not only enhance the overall sustainability of the product but also differentiate it from competitors in the market.

C – Combine

The next component of SCAMPER is Combine. This step involves merging different elements or ideas to create something new. By combining unrelated concepts, you can generate innovative solutions that may not have been considered before. For instance, if you're a restaurant owner looking to attract more customers, you could combine the concept of a traditional cafe with a bookstore to create a unique and cozy reading cafe. This combination not only provides customers with a relaxing environment to enjoy their favorite books but also offers a delicious menu for them to indulge in.

A – Adapt

The third component of SCAMPER is Adapt. This involves making modifications or adjustments to an existing idea or product to better suit a specific context or purpose. By adapting existing solutions, you can cater to different needs and target new markets. For example, if you're a software developer looking to create a mobile app, you could adapt an existing desktop application to make it more user-friendly and compatible with mobile devices. This adaptation allows you to tap into the growing market of smartphone users and expand your customer base.

M – Modify

The Modify component of SCAMPER focuses on making changes or alterations to an existing idea or product. This step encourages individuals to think critically about how they can improve upon existing solutions. By making modifications, you can enhance functionality, aesthetics, or overall performance. For instance, if you're a car manufacturer looking to design a more eco-friendly vehicle, you could modify the engine system to reduce emissions and improve fuel efficiency. This modification not only aligns with the growing demand for

sustainable transportation but also positions your brand as an industry leader in environmental consciousness.

P – Put to another use

The Put to another use component of SCAMPER challenges individuals to explore alternative applications or purposes for an existing idea or product. By thinking outside the box, you can uncover new markets or uses that may have been overlooked. For example, if you're a clothing designer struggling to find sustainable materials for your designs, you could consider repurposing discarded fabrics or materials to create unique upcycled garments. This approach not only reduces waste but also provides customers with one-of-a-kind pieces that align with their values.

E – Eliminate

The Eliminate component of SCAMPER encourages individuals to identify and remove unnecessary elements or steps from a process or solution. By eliminating nonessential components, you can streamline processes, reduce costs, and improve efficiency. For instance, if you're a software developer working on a new app, you could eliminate complex registration forms and opt for a simpler social media login option. This elimination not only simplifies the user experience but also reduces barriers to entry and increases user adoption.

R – Reverse

The final component of SCAMPER is Reverse. This step involves flipping the perspective or approach to a problem. By considering the opposite or reverse of a conventional solution, you can challenge assumptions and uncover unique insights. For example, if you're a marketing manager looking to promote a new product, you could reverse the traditional approach of targeting a broad audience and instead focus on a niche market. This reversal allows you to tailor your messaging and marketing efforts to a specific group, increasing the likelihood of engagement and conversion.

Tips for using the SCAMPER technique effectively

While the SCAMPER technique is a powerful tool for creative problem-solving, it's essential to approach it with the right mindset and follow some best practices

to maximize its effectiveness. Here are some tips for using the SCAMPER technique effectively:

1. <u>Embrace curiosity and open-mindedness</u>: Approach each component of SCAMPER with a sense of curiosity and a willingness to explore new ideas. Be open to unconventional approaches and perspectives.

2. Collaborate and brainstorm: The SCAMPER technique is even more effective when used as a collaborative tool. Gather a diverse group of individuals and encourage brainstorming sessions to generate a wide range of ideas.

3. Break down the problem: Before applying the SCAMPER technique, ensure you have a clear understanding of the problem at hand. Break it down into its key components to facilitate the application of each SCAMPER strategy.

4. Combine SCAMPER strategies: Don't limit yourself to using only one SCAMPER strategy at a time. Experiment with combining multiple strategies to generate even more innovative ideas.

5. Iterate and refine: The SCAMPER technique is an iterative process. Continually evaluate and refine your ideas, incorporating feedback and making necessary adjustments along the way.

6. Practice, practice, practice: Like any skill, the more you practice using the SCAMPER technique, the better you'll become at generating creative ideas. Make it a habit to apply SCAMPER to various problems and scenarios, both in your personal and professional life.

5 Applying these techniques to the problem recorded in Resolution 1275

In implementation of the instructions of the Minister of Higher Education and Scientific Research, the National Coordinating Committee for the Follow-up of Innovation and University Business Incubators held brainstorming sessions in coordination with the three regional seminars, culminating in the design of a road map that will contribute to the implementation of this decision according to the following axes:
The first axis: the pedagogical aspect of the project
The second axis: awareness and training

The third axis: the relationship with the external environment
The Fourth axis: patents
The fifth axis: financing mechanisms

6 **Market Pitch and feedback workshop**

Market feedback is a critical tool that supports organizations to drive decision-making at a higher level, based on what clients see as value and what they see as challenging in working with a business.

Defining Market Feedback

Market feedback is any information gathered from consumers about their perceptions, experiences, and satisfaction levels regarding a product or service. This feedback can manifest through various forms such as customer reviews, survey responses, social media interactions, or direct communications. It acts as a barometer for consumer sentiments and preferences. Moreover, the rise of digital platforms has made it easier than ever for customers to share their opinions, allowing businesses to tap into a wealth of insights that can guide their strategies.

Here are four primary reasons for soliciting market feedback:
1. **Capture new ideas to improve products and services** –
2. **Create opportunities for addressing concerns** –
3. **Build trust by reconnecting with clients** –
4. **Collect data and measure client satisfaction** –

Where to get feedback on your pitch

So who are the best people to review your pitch?.

1. Do a "practice pitch" for potential investors

A great place to start vetting your business pitch is with those investors that you hope will invest in your business.

2. Ask an angel investor

Targeting a particular angel investor can be a good tactic, as they are often willing to evaluate your pitch.

While every angel investor may not be one who will invest in your business, as they may have a different focus, they can still give valuable feedback. Again, this would be a prime opportunity to focus on the expertise of the investor rather than the industry. Working with them to identify holes in your business, versus pursuing funding through them.

3. Find a mentor and establish a relationship

Having a mentor can be invaluable for your progression as an entrepreneur. Finding a person in your industry that you can rely on to get advice, answer your questions, and discuss your ideas with may well be your most valuable asset.

If you have a mentor that you've built up a good rapport, this may be the person who will give you the honest, sometimes disheartening feedback that will ultimately help make your business pitch better.

4. Ask your intended customers for feedback

So far, we've covered a variety of ways that entrepreneurs can vet their pitch through industry professionals. But, while it is important to ask investors or other prominent thinkers in your industry for feedback, that's only one piece of the puzzle—it's also important to ask your potential customers for feedback.

. Those are the best people to validate the company's opportunity."

5. Head down to your local Small Business Development Center

An old standby for a good reason—your local Small Business Development Center is an excellent resource for information on a variety of business-related topics.

6. Get involved with a university entrepreneurship center

If you are still at university, your school likely has plenty of resources for you to take advantage of.

University entrepreneurship centers are also a great place to get information about upcoming competitions you may be able to enter.

7. Join a coworking space

Coworking spaces offer many benefits; not only do they give you a place to work outside of your home (often a "must" for new entrepreneurs, who don't yet have an office), they give you an opportunity to network, build connections, and yes, get feedback.

"Coworking is great because you have other like-minded entrepreneurs to help vet your ideas, your pitch, and who can empathize with your struggles."

Not only will you be in a position to build connections, speak with potential mentors, and get the word out about your business, but you can also get feedback from a variety of sources, from potential customers to potential investors.

8. Enter a competition

Business plan and pitching competitions are a great way to get targeted, specific feedback; after all, you are putting yourself into a context where getting feedback is the main goal, as opposed to getting funding (though plenty of competitions do include a monetary prize).

9. Deliver your pitch to friends and family

Now, take it a step further and consider giving your pitch to family members, friends, children, and anyone not in your industry who is willing to listen