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Design thinking for digital innovation

QED'17 UNESCO International Workshop: Children in the Digital Era

September 20, 2017 Sofia, Bulgaria

Leaders now look to innovation as a principal source of differentiation and competitive advantage; they would do well to incorporate design thinking into all phases of the process.

TIM BROWN, CEO and president of IDEO

Abstract:

As the world's business landscape evolves, universities are attempting to keep up by fostering teaching that supports an interdisciplinary and new approach to solving problems. Designers have traditionally focused on enhancing the look and functionality of products. Recently, they have begun using design tools to tackle more complex problems, such as finding ways to provide low-cost health care throughout the world. They consider what we call the edges, the places where “extreme” people live differently, think differently, and consume differently. Businesses were first to embrace this new approach—called design thinking.

Design thinking is a lineal descendant of the tradition. Put simply, it is a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.

The workshop Design thinking for digital innovation dials with ways and tools to provoke and unlock the natural aptitude for design thinking.

The Design Thinking for digital innovation methodology is developed under the financial support of Erasmus+ project 2016-1-BG01-KA203-023719.

Target Audience

Anyone from schools, universities, business

Length

1 hour and 45 minutes



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Workshop Objectives

Identify the 5 steps of Design Thinking: Empathy, Define, Ideate, Prototype, Test

Workshop Format

Presentations, discussion and Group work

Preliminary Program

10:30 – 10:40	Presentation of Digithink Project	Eugenia Kovatcheva
10:40 – 10:50	Design Thinking and digital and social innovation	Elena Shoikova
10:50 – 11:30	In the design thinking process – work in groups	Milena Koleva Marionela Simova, Natalia Palikova
11:30 – 11:45	Presentations of the ideas	Participants

Expected results:

Ideas how to implement the design thinking principles in the current work of participants