Was man über Innovationen und Kreativität neu erlernen kann

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Our Mindset: More than the Creativity of an Individual

Solving complex problems shouldn’t be left to the designer alone.
From I-Shaped to T-Shaped People: Bridging Multiple Perspectives
The Principles of Teamspeak: Simple Rules to Inspire Group Conversations

- Stay Focused on Topic
- Defer Judgment
- Be Visual
- Go for Quantity
- Build on the Ideas of Others
- Fail early and often
Designing Innovation - Solving Complex Problems: A Human-Centred Approach

TECHNOLOGY
(feasability)

BUSINESS
(viability)

HUMAN VALUES
(usability, desirability)

INNOVATION
DESIGN THINKING - The Process

Through iteration to innovation

- Understand
- Observe
- Define Point of View
- Ideate
- Prototype
- Test
Finding a Design Challenge

How might we design home delivery for customers who live in metropolitan areas?
Trying to solve complex problems ...

... is about digging deeper.
Personal Supply Chain

How might we enhance personal supply chains for retail customers, regarding convenience, cost effectiveness and sustainability?
Real Drive

http://www.real-drive.de/altwarmbuechen/static/video
Example: Airport Security

How might we assure the security standards at passenger airports and increase efficiency and convenience for passengers during check-in at the same time?
DESIGN THINKING - The Process

Through iteration to innovation
A Way Out There ...

Empathy and Immersion
A Way Out There ...

Finding a metaphor
Solving Complex and Messy Problems

Reframing Solving
Prototyping: Thinking with your Hands
Why prototype?
... the best way to experience an experience is to experience it.
DESIGN THINKING - The Process

Through iteration to innovation
D-Space: Flexible work spaces to support creativity
The space: Your silent teammate
Design Thinking: The Interplay of Three Core Elements

PEOPLE

Transdisciplinary Teams

PROCESS

Iterative Process

PLACE

Variable Space

Variable Space

Iterative Process

Transdisciplinary Teams
HPI Hasso Plattner Institute

Private University
Founded in 1998
Cooperation with Potsdam University
Focus: Software Systems Engineering
~500 students
HPI School of Design Thinking
Potsdam

Founded 2007 at HPI, Potsdam
Innovation driven
Open to all disciplines
Instruction language: English

Builds on radical collaboration
Teach teams with teams
Problembased learning
Project Partners (Selection)
Design Thinking Research program

- Start 2008
- HPI Potsdam / Stanford University
- 12 Research projects
- 30 Researchers involved
Executive Education

- 1-, 2-, or multi-day Design-Thinking-Workshops
- Special focus on institution
Questions?
Don’t Wait. Innovate.

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