



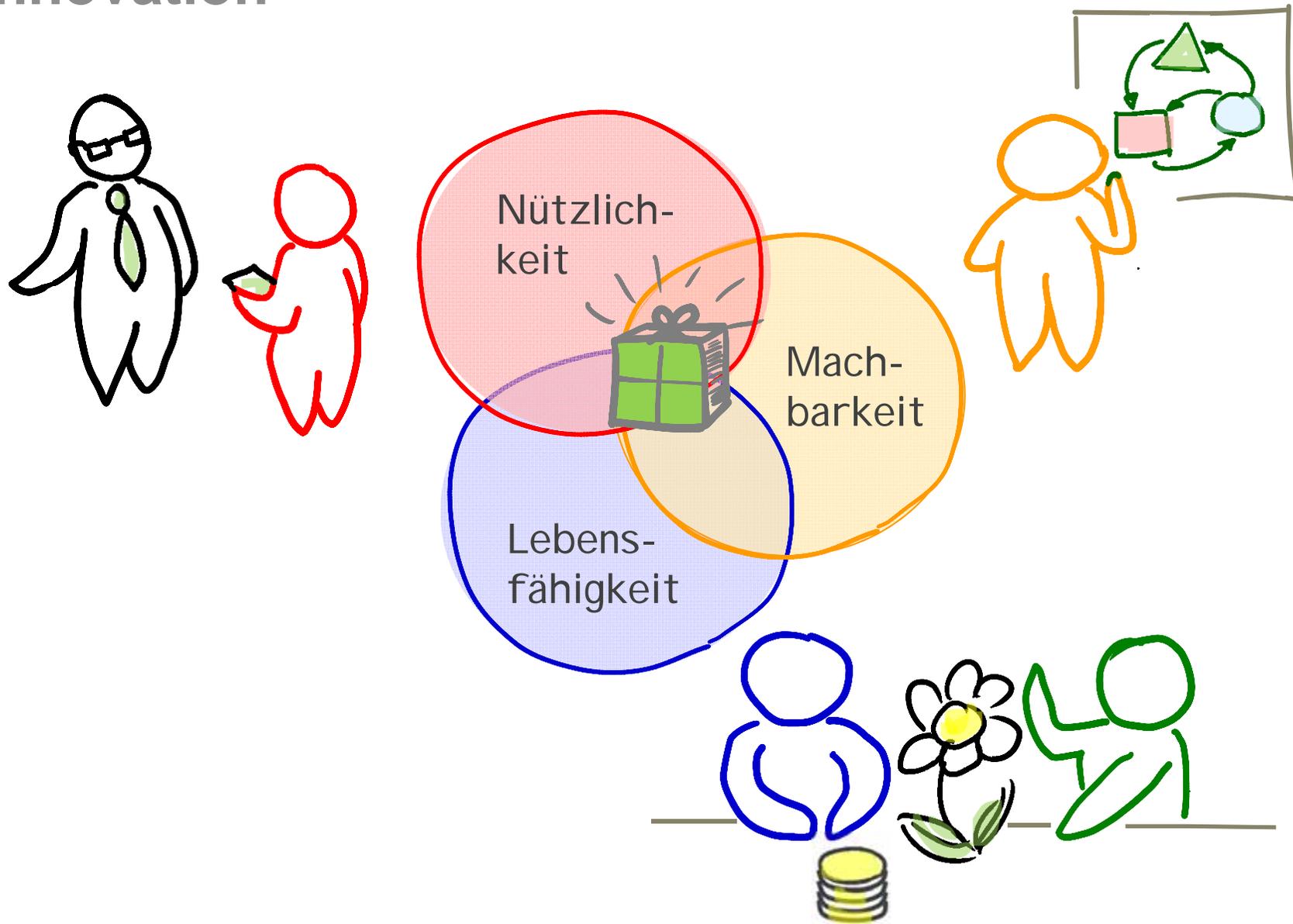
Berner Fachhochschule  
Haute école spécialisée bernoise  
Bern University of Applied Sciences

# Design Thinking

Die Fähigkeit, schneller zu lernen als die Konkurrenz, ist vielleicht der einzige wirklich dauerhafte Wettbewerbsvorteil.

*Arie de Geus,  
Royal Dutch Shell*

# Innovation



# Design

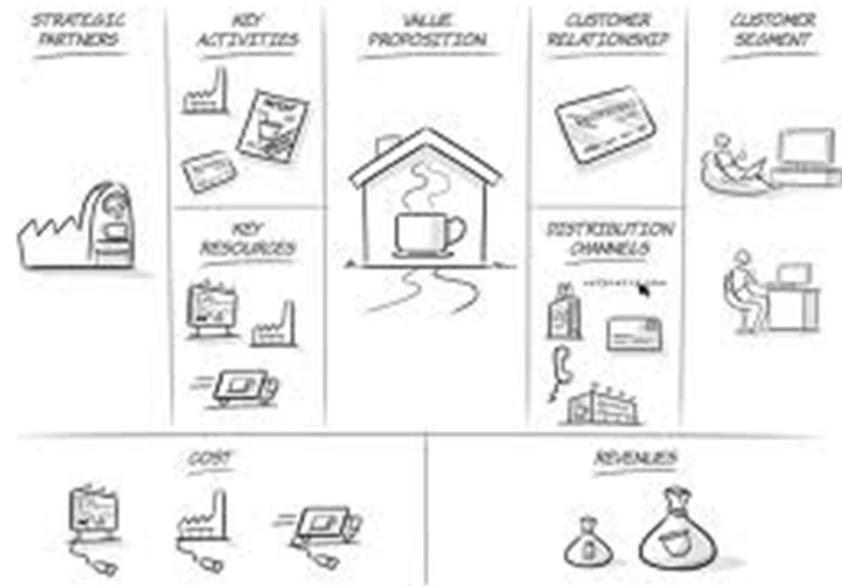
“Design has evolved from a narrow discipline dealing with the form and function into a major new approach to developing business models.”



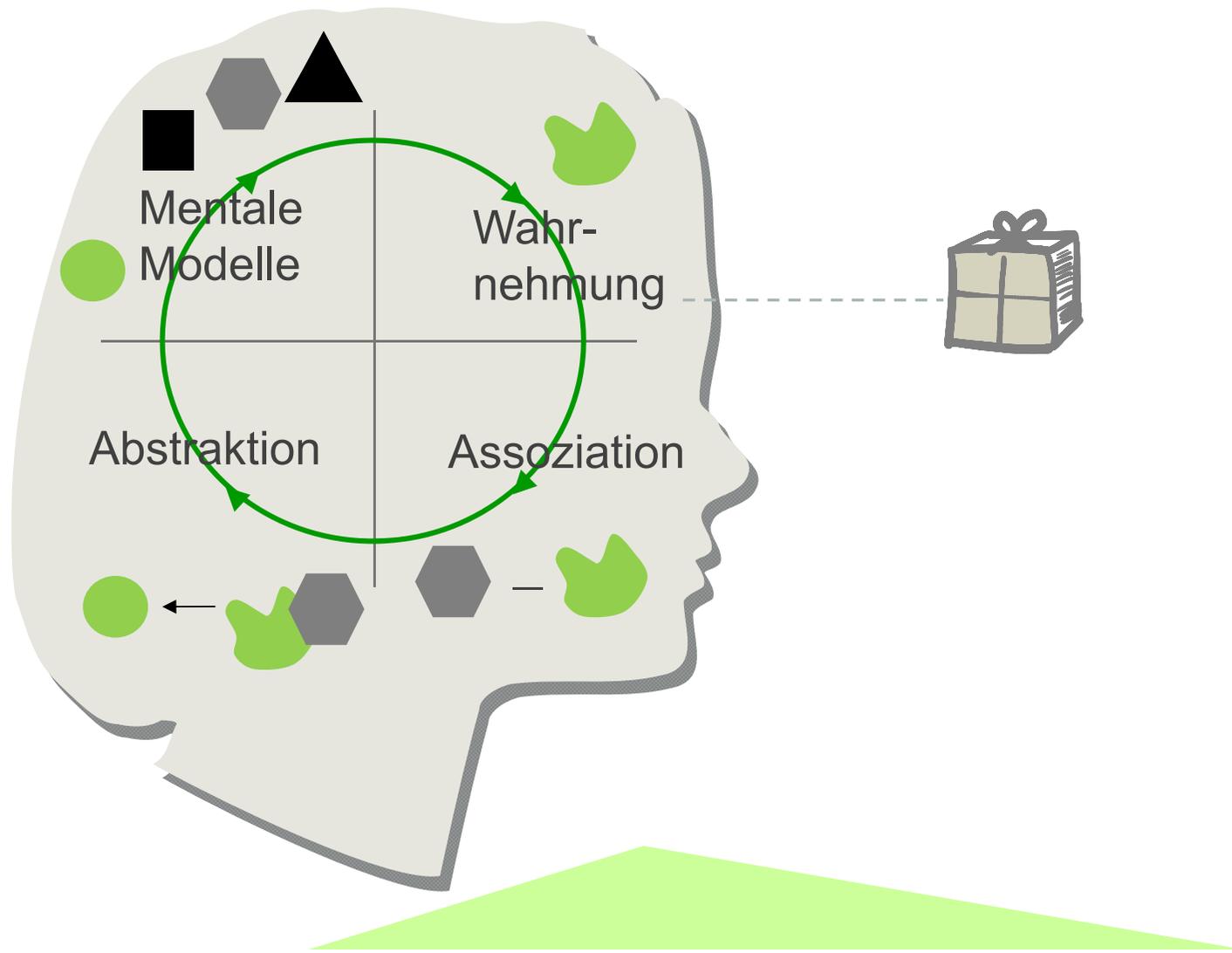
*Bruce Nussbaum,  
Business Week*

“Business people don't just need to understand designers better; they need to become designers,,

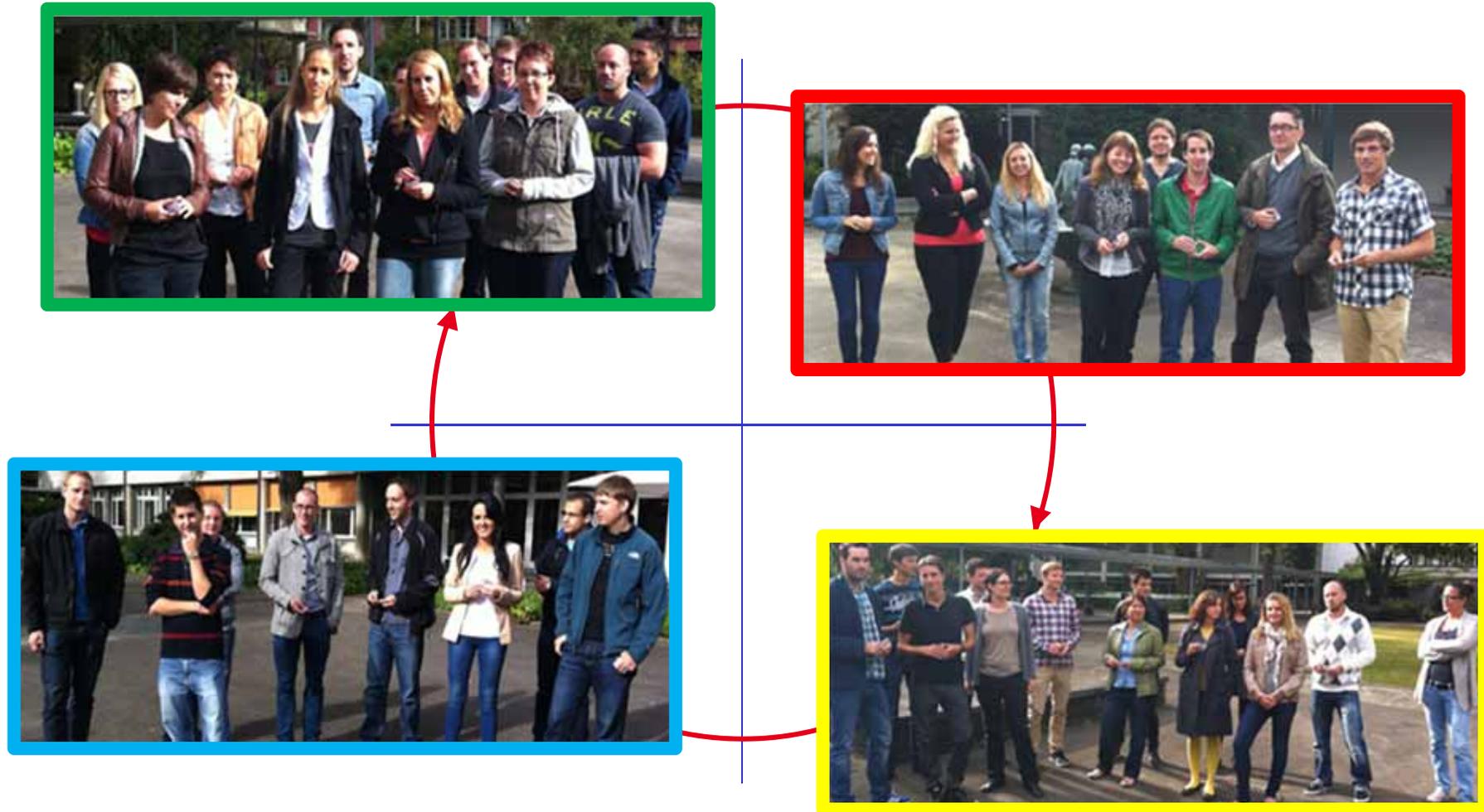
*Roger Martin,  
Dean Rotman Business School*



# Thinking



# Zyklischer Lernprozess mit verschiedenen Rollen



# Lernräume gestalten



# T-shaped Thinking



Denken als Generalist

Denken als Spezialist

# Show, don't tell



# Fail early and often



# Feedback Kultur



# Thinking Outside the Box



IDEO Shopping Cart Project

# Nutzer als Innovationsquelle verstehen

physisch



psychisch



sozial



kulturell



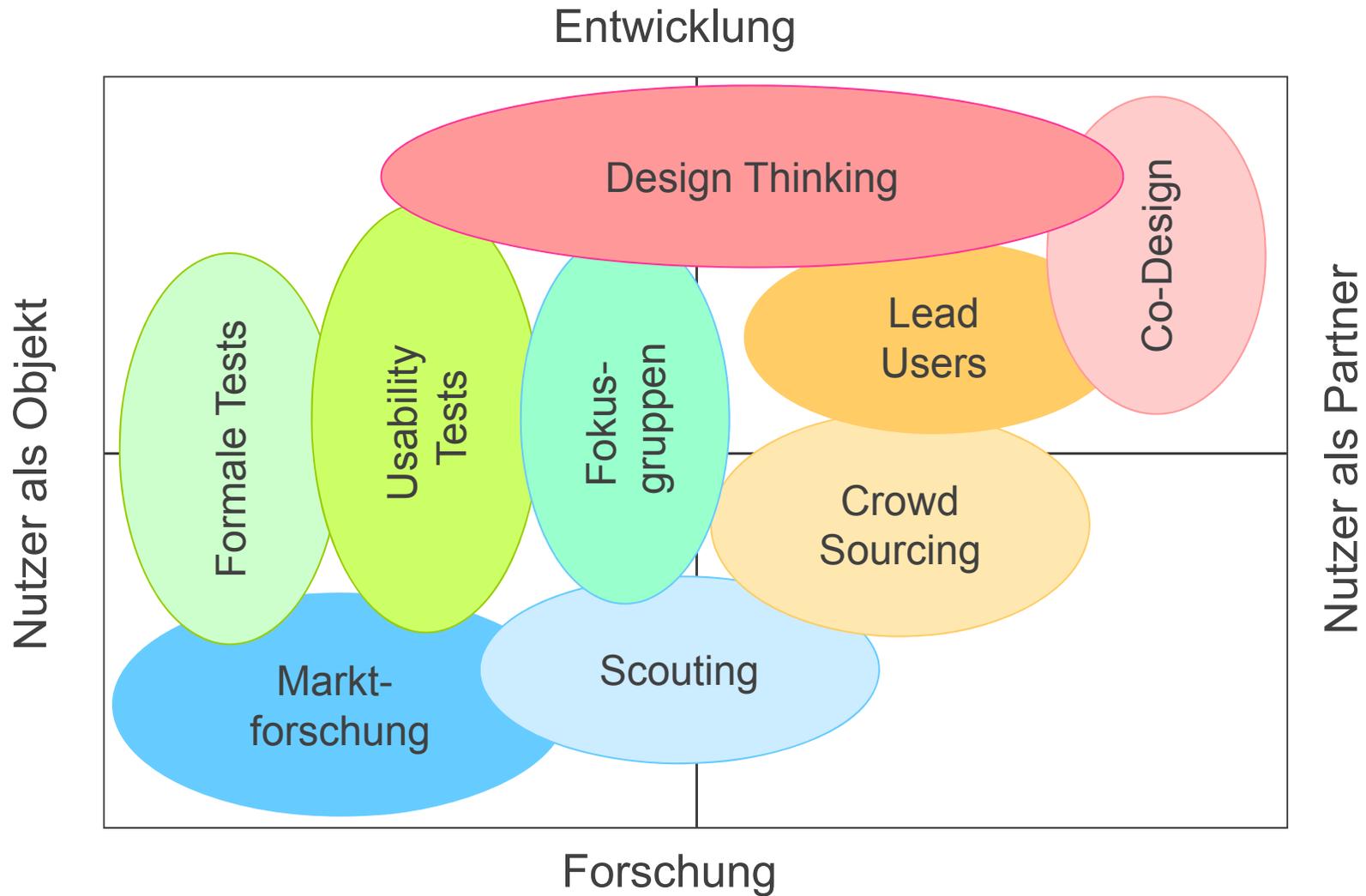
# Was ist der 'Job to be done'?



# Co-Design



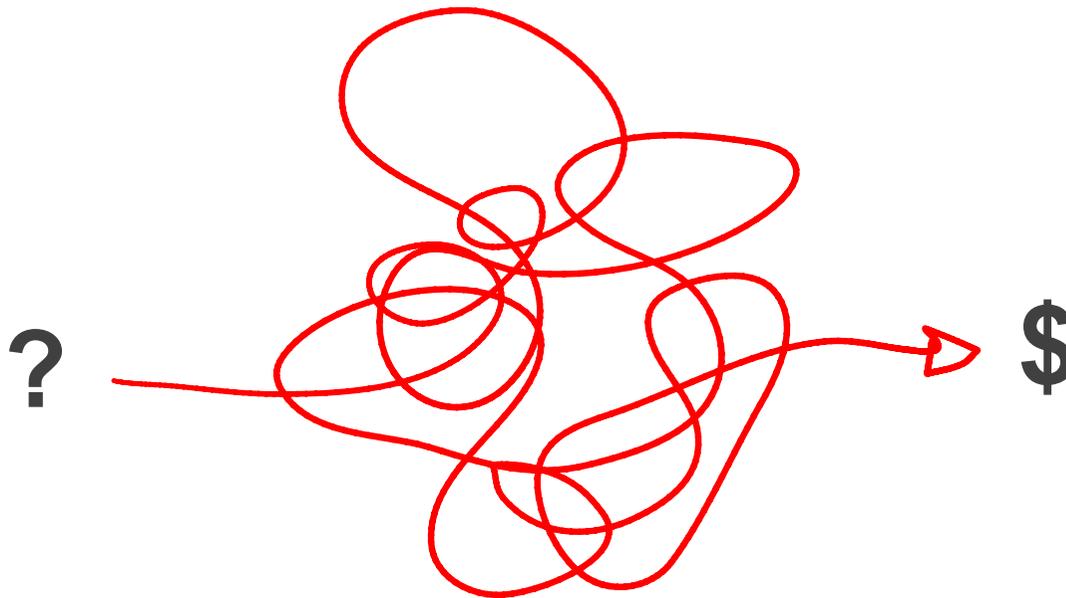
# Verschiedene Quellen für Innovation



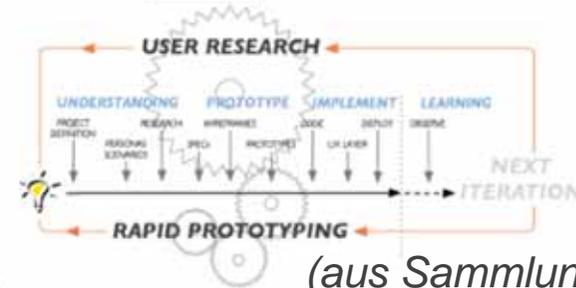
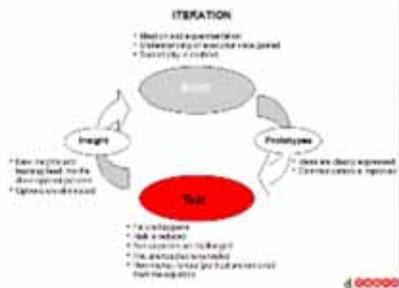
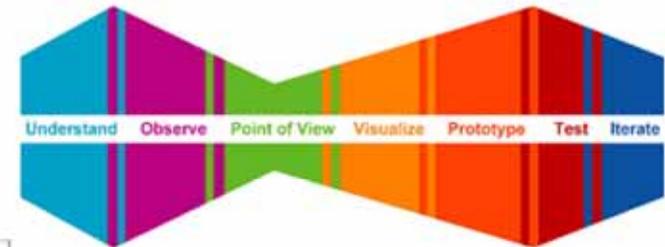
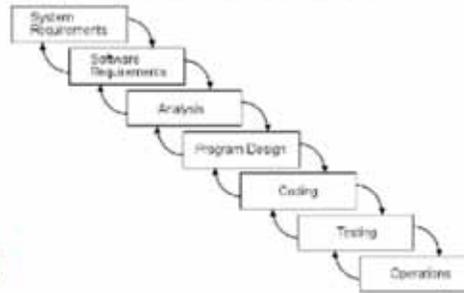
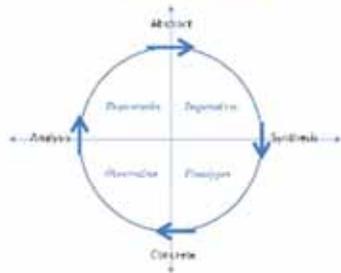
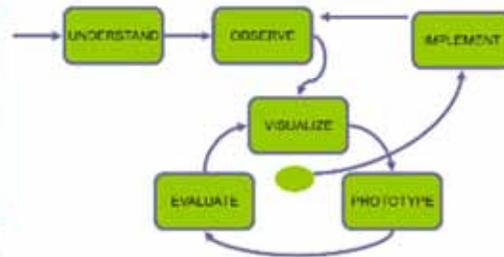
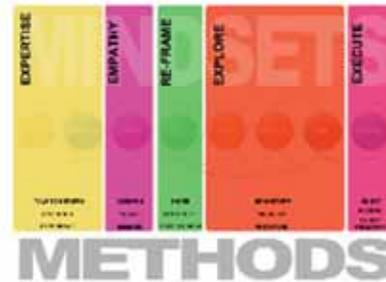
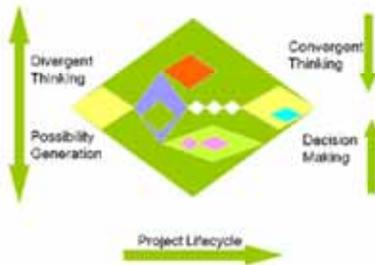
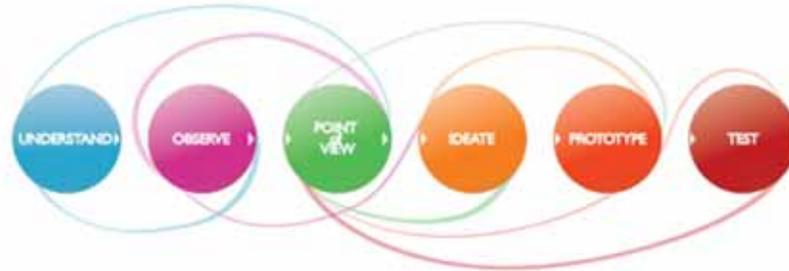
# Prozesse gestalten

“Here’s how we work. Somebody calls up with a project; we do some stuff; and the money follows.”

*Tim Brennan,  
Apple Computers*

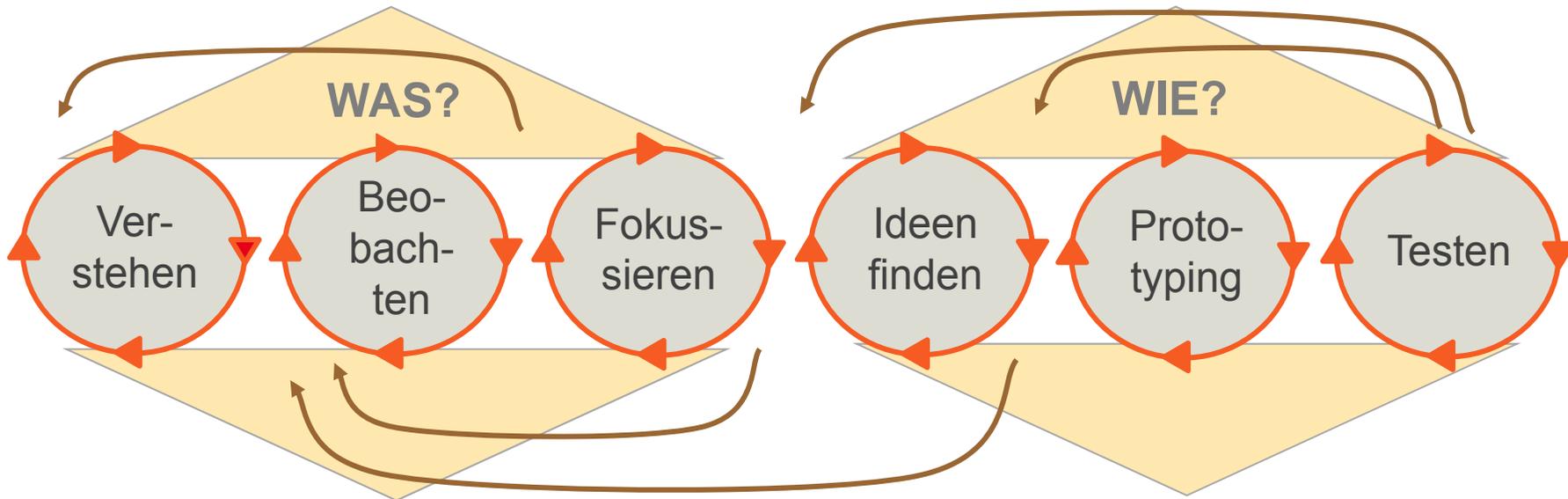


# Vorgehensmodelle



(aus Sammlung Terry Winograd)

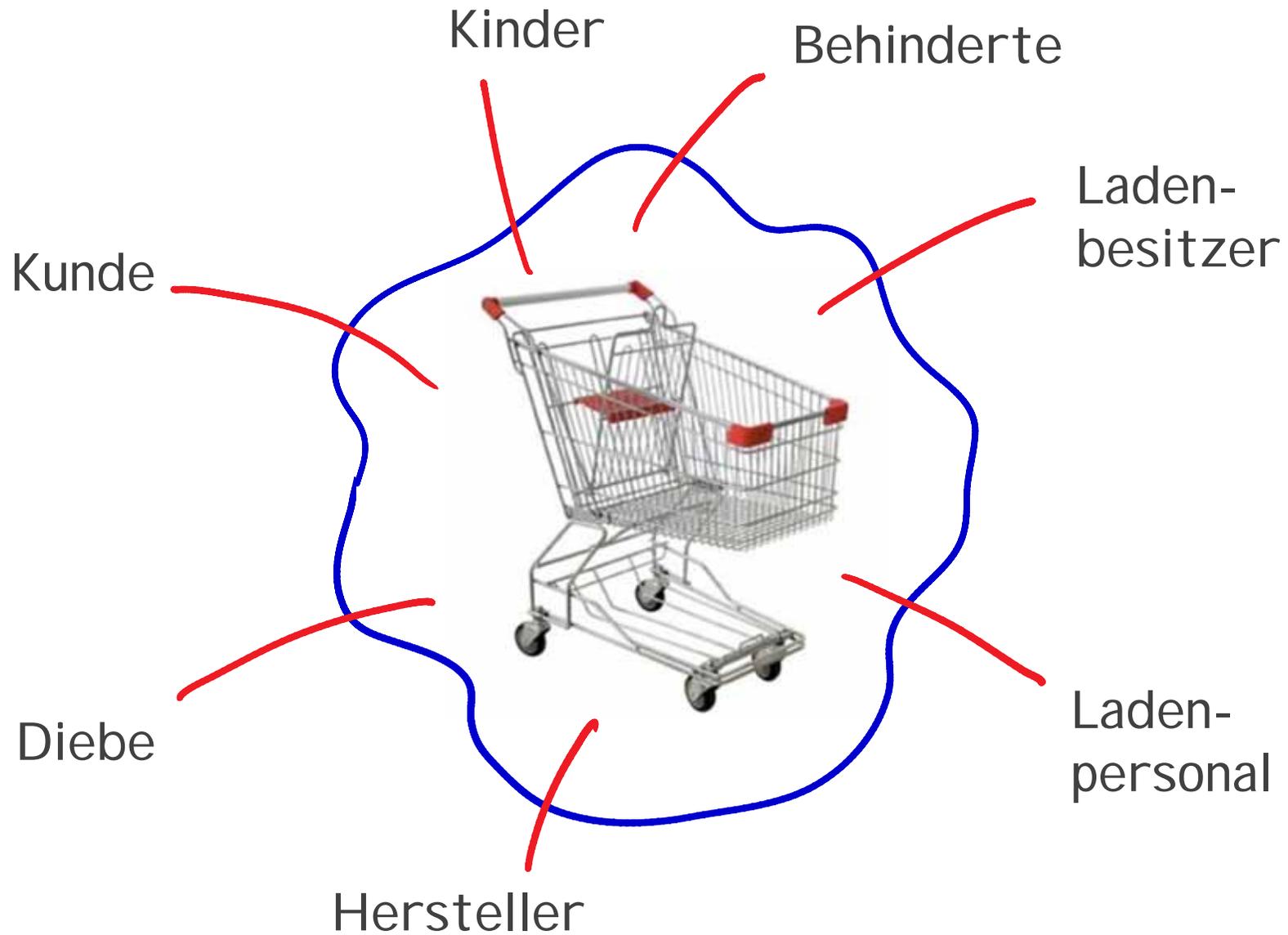
# Freiheit und Ordnung



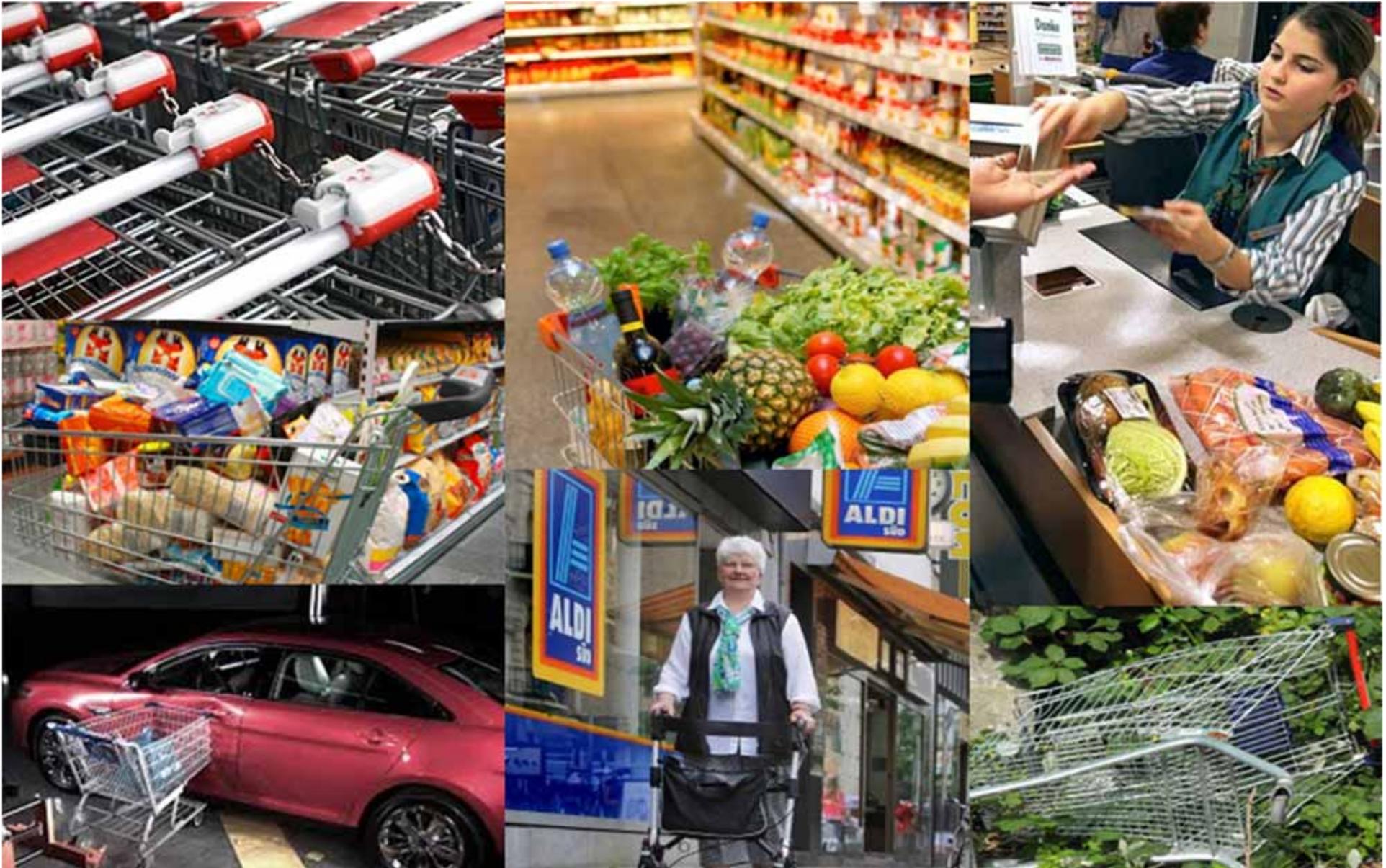
Elemente aus

- ▶ Iterativer Design Thinking Prozess (Stanford d.school)
- ▶ Double Diamond Modell (British Design Council)
- ▶ Lernzyklus (Ninck, 2008)

# Verstehen



# Beobachten



# Fokussieren



# Ideen finden



# Prototyping



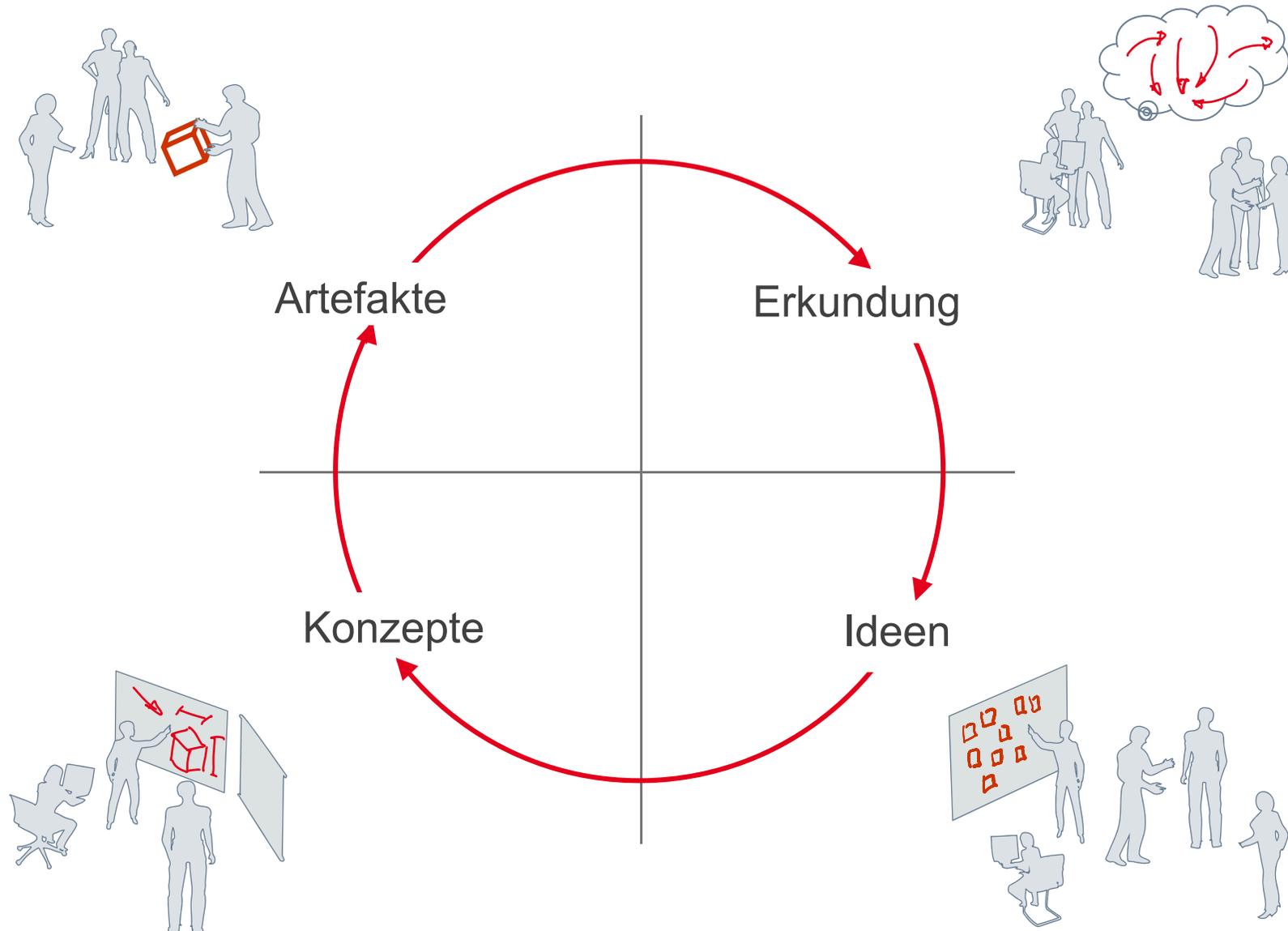
# Testen



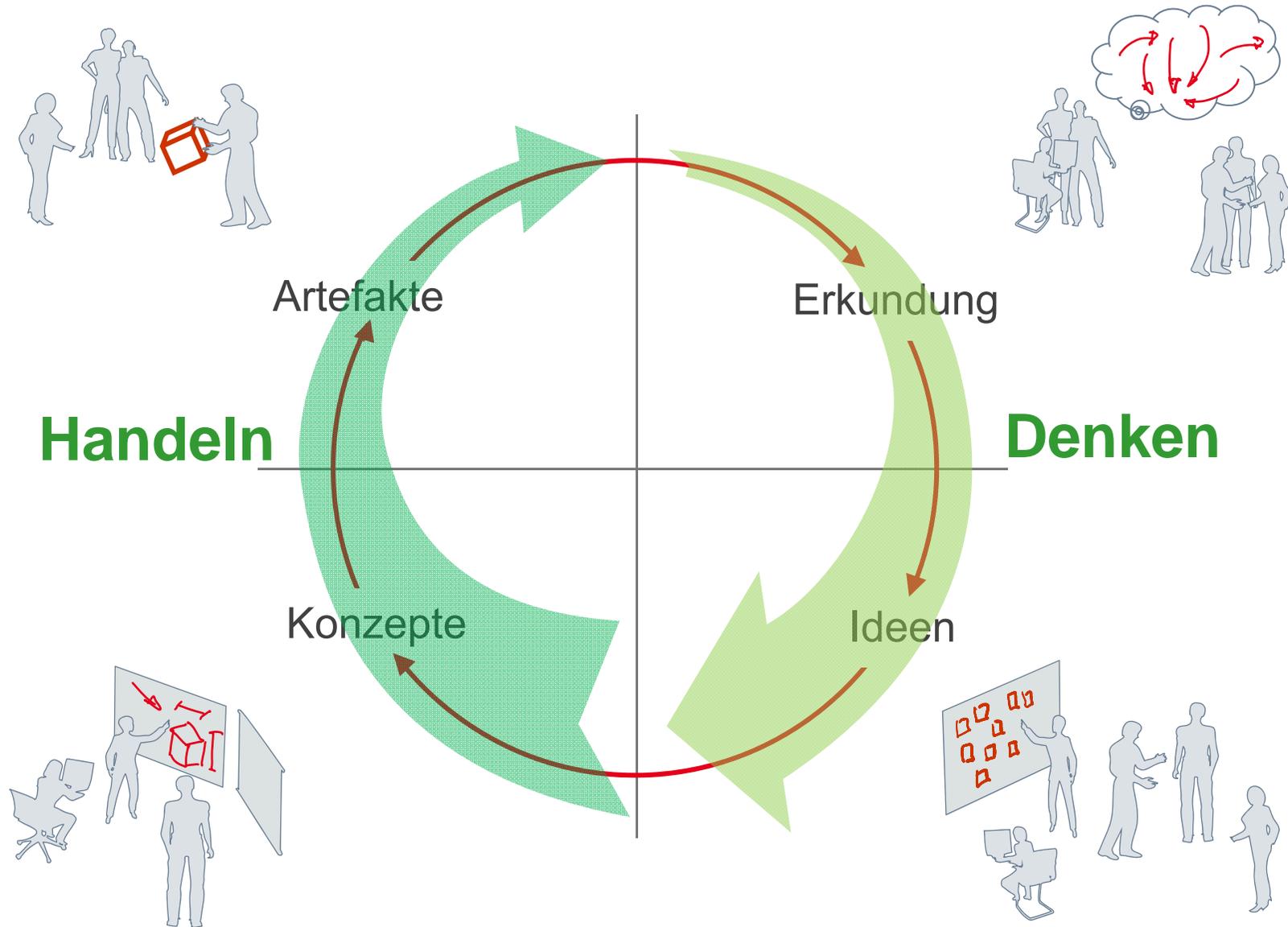
# Lernen und Verbessern ...



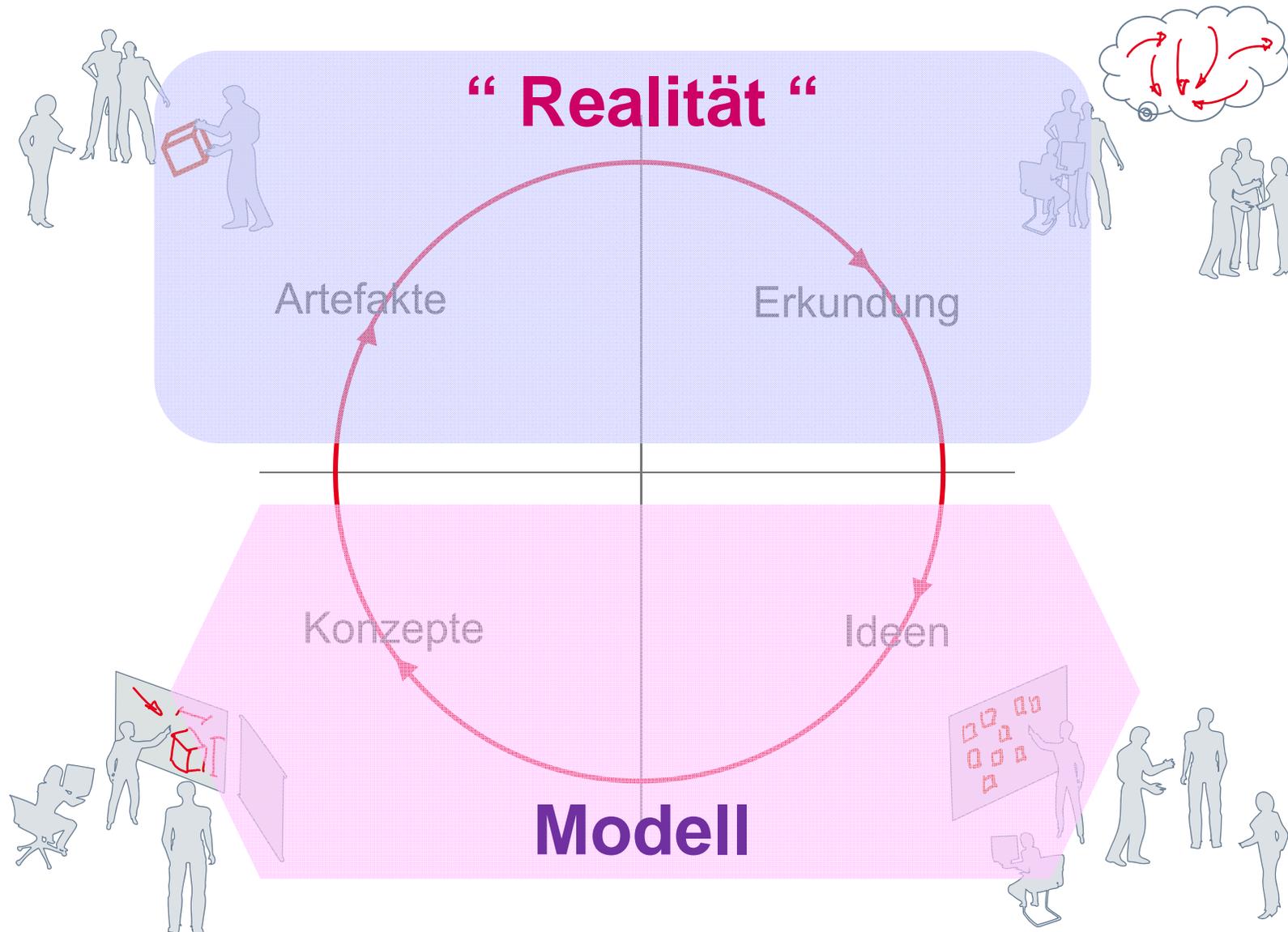
# Lernzyklus



# Denken und Handeln

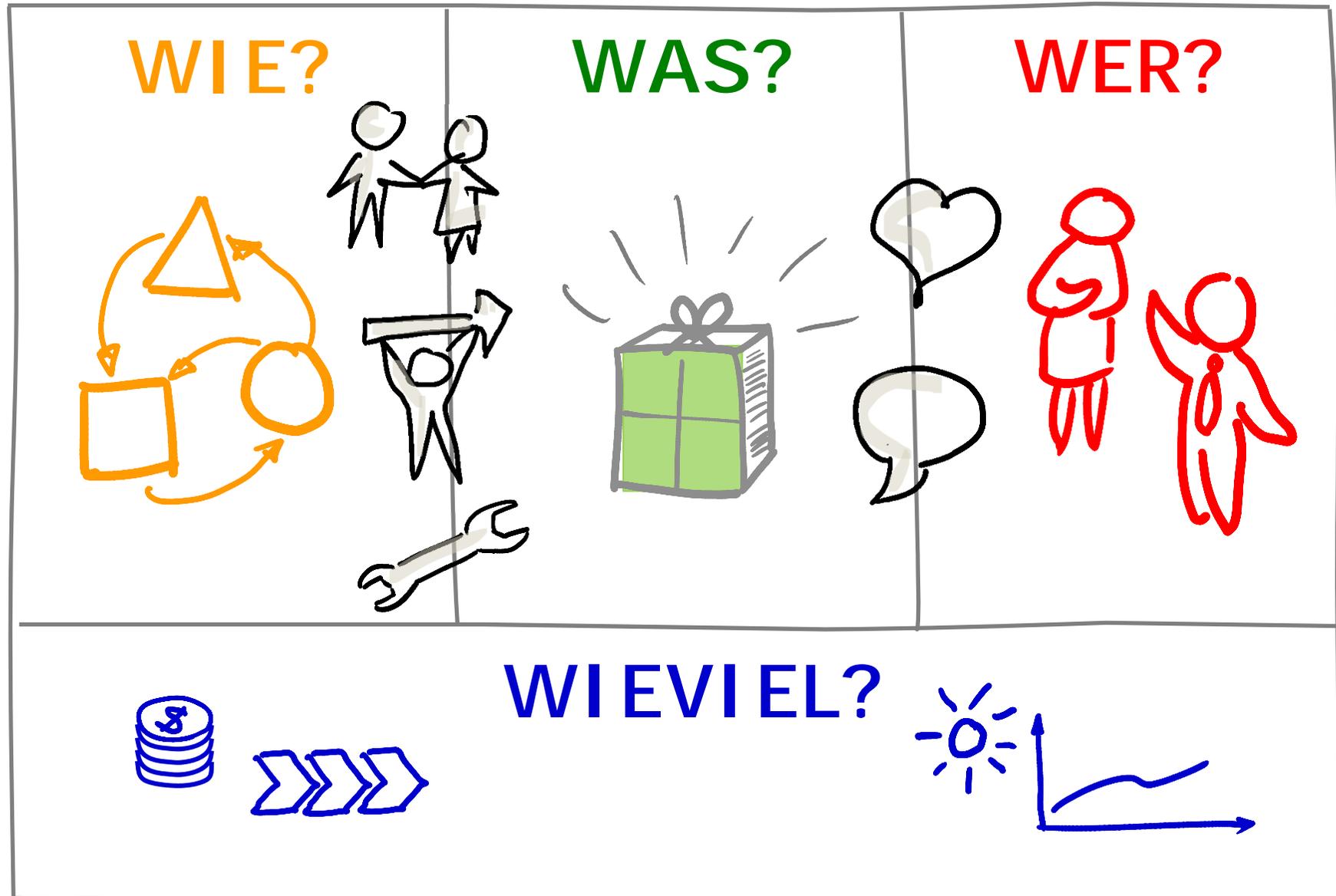


”Successful designs result from a series of conversations with material.” (Buxton 2007)

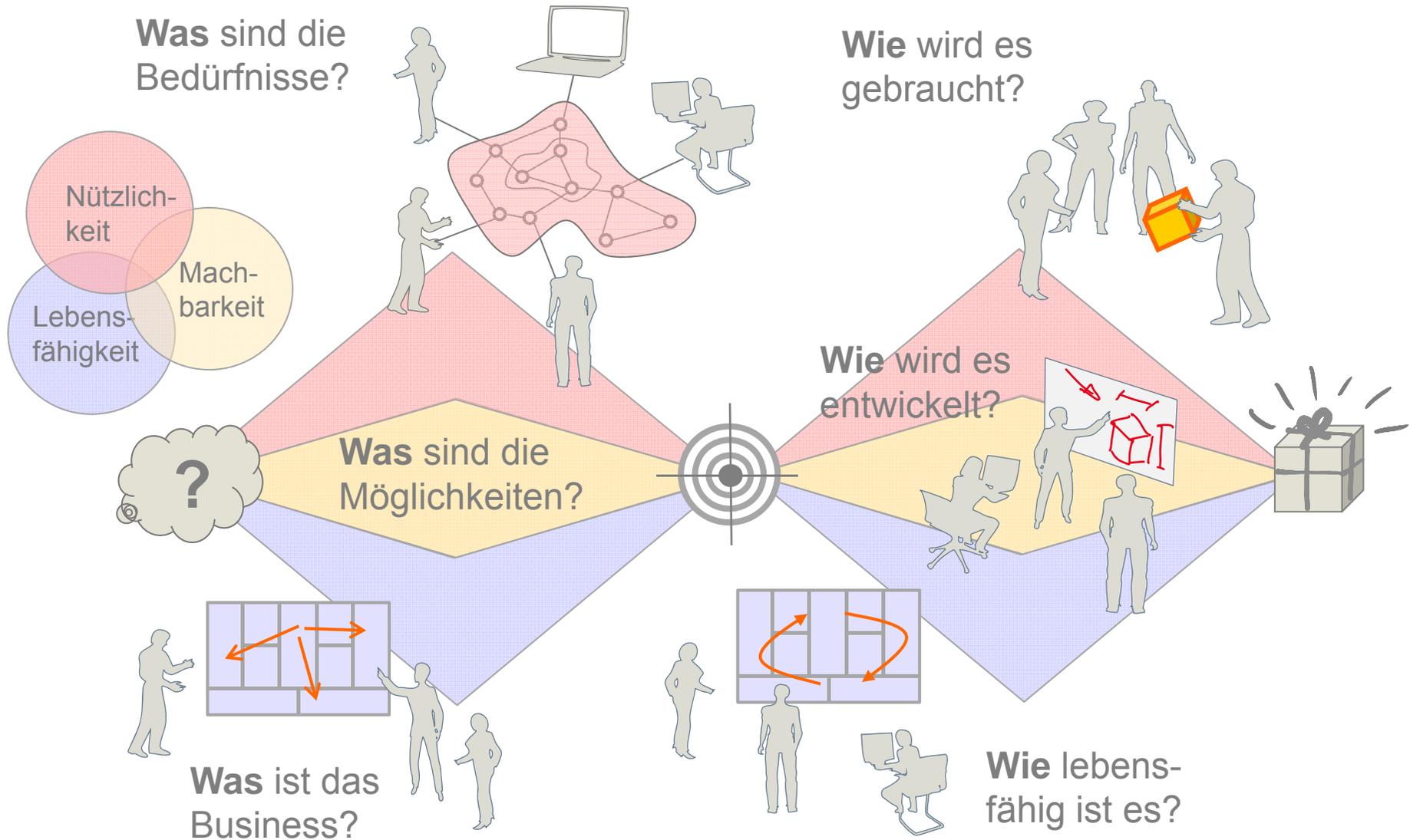




# All Design is Business Design



# Lean Business Design



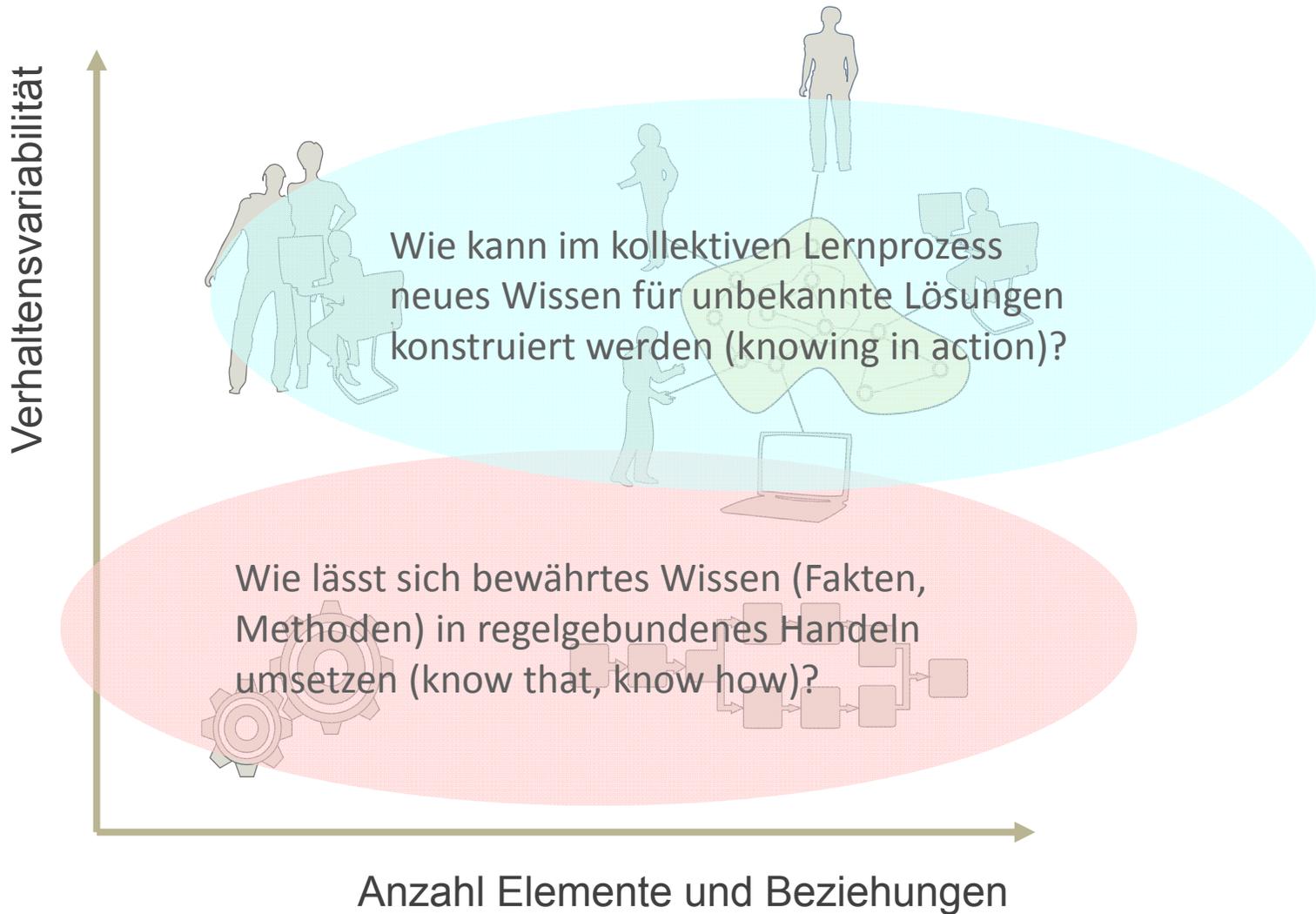
# Beispiel DARTFISH



# Mehr als 50 weitere Anwendungen ...



# Lernen als Wettbewerbsvorteil





Berner Fachhochschule  
Haute école spécialisée bernoise  
Bern University of Applied Sciences

Prof. Dr. Andreas Ninck

► [www.ninck.ch](http://www.ninck.ch)

*Lean Business Design statt Business Administration!*