Design Thinking - dr Marzena Sylwia Kruk
Course duration: one semester
Number of ECTS credits: 4.0

Design Thinking is a design method that combines creativity and innovation in solutions while focusing on the real needs and problems of users or customers. Design Thinking is a human-centered design. In his approach, he combines human needs, business profitability and technological feasibility. Combined with creative, iterative, holistic and interdisciplinary approaches to design and in-depth understanding of needs, it fosters innovation.

Design Thinking is a systematic approach to the innovation process. The first step is to build an interdisciplinary team of experts who can look at the problem from different perspectives: engineers, technicians, marketing specialists, designers, sociologists etc. The team then follows a step-by-step, step-by-step method (described below) using a set of tools and techniques to produce a viable solution. The aim of the team is to generate the original solution and to verify its operation at prototype stage. The path leading through the stages does not need to be linear. The failure of prototyping may require returning to the generation of ideas or even defining the problem and starting the process from the beginning.

For each priority, several import ant and more specific topic areas for service research emerged from the process. The intent is that the priorities will spur service research by shedding light on the areas of great value and potential return to academia, business, and government. Through academic, business, and government collaboration, we can enhance our understanding of service and create new knowledge to help tackle the most important opportunities and challenges we face today.

Students will learn how to identify problems, how important is the role of research, and how to look for innovative solutions. You will learn about the process and its stages and learn how to combine other methods of designing innovation with Design Thinking. The acquired knowledge and skills can be used in professional and personal life, independent of industry

Thematic

- Introduction to Design Thinking: what is design and why is an effective method of designing innovation, design discipline;
- Interdisciplinary and holistic approach to design: discussing the differences between a multidisciplinary and an interdisciplinary team. How to create them for best results;
- Getting to know the process and its stages: the most important tools used in project thinking (such as persona, empathy map, mental model);
- Role and approach to research: the most common limitations and elimination of the scope of work
In the DT approach;
- Concentration on man and use of creative problem-solving techniques: designing a unique value proposition;

• Combine other innovative design tools with DT: Lean Startup, Business Modeling, Blue Ocean Strategy tools. What is the change in attitude in thinking and acting with the use of the Design Thinking method (organizational and customer-centric logic - differences and influence
For results);
• Design Thinking as a catalyst for innovation: what kind of innovation arises as a result of connecting key areas of interest to Design Thinking like human needs, business profitability and technical feasibility;
• Introduction to project thinking,
• The role of research in design thinking
• Designing business strategies
• Design in times of change
• Design Thinking Stages: Empowering, defining problems, generating ideas, building prizes, testing
• Tools, Glossary of terms related to project thinking
• Cases Study

This subject is aimed at students who want to create new innovative services and products, whether they are working in corporations or wanting to start their own business. The workshop is targeted at marketing staff as well as executives and startup leaders. All who seek the root of innovation and new and proven methods of value creation.