

# Human-centred.

Design Thinking and Enterprise Education.

**Ann Padley, Dave Jarman**

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How would you define 'Design Thinking'?

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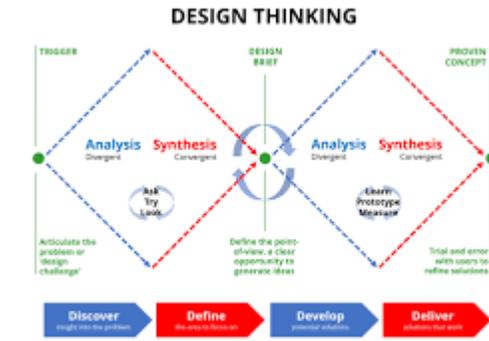
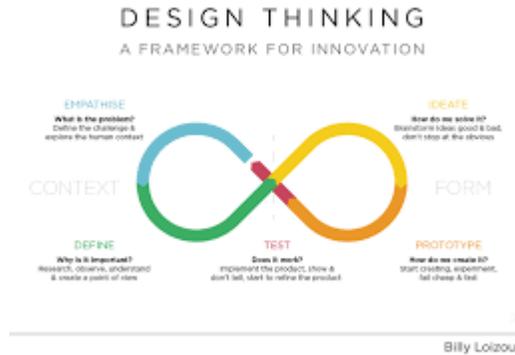
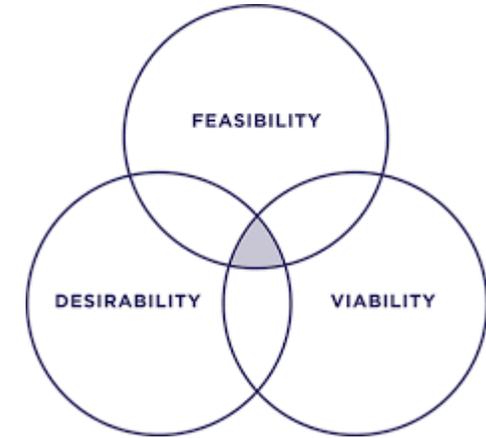
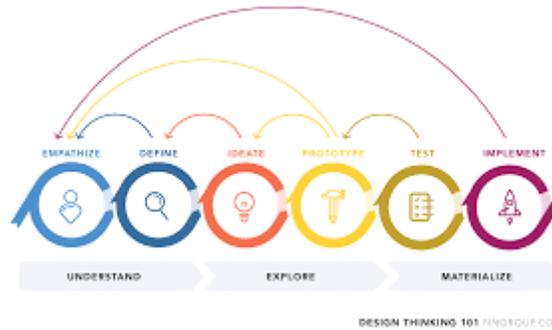
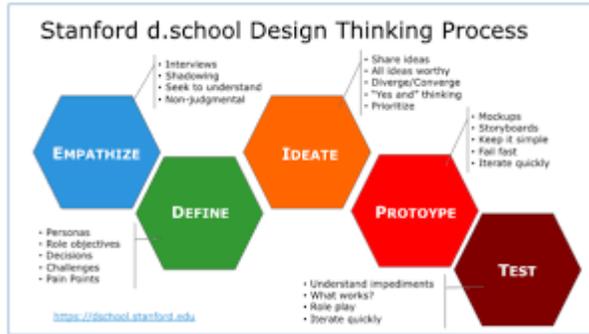
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**A method and mindset for solving problems and creating innovations that focus on people.**

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**Design  
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**How it works.**

**How it is experienced.**

**How it provides value.**

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# Ann's story

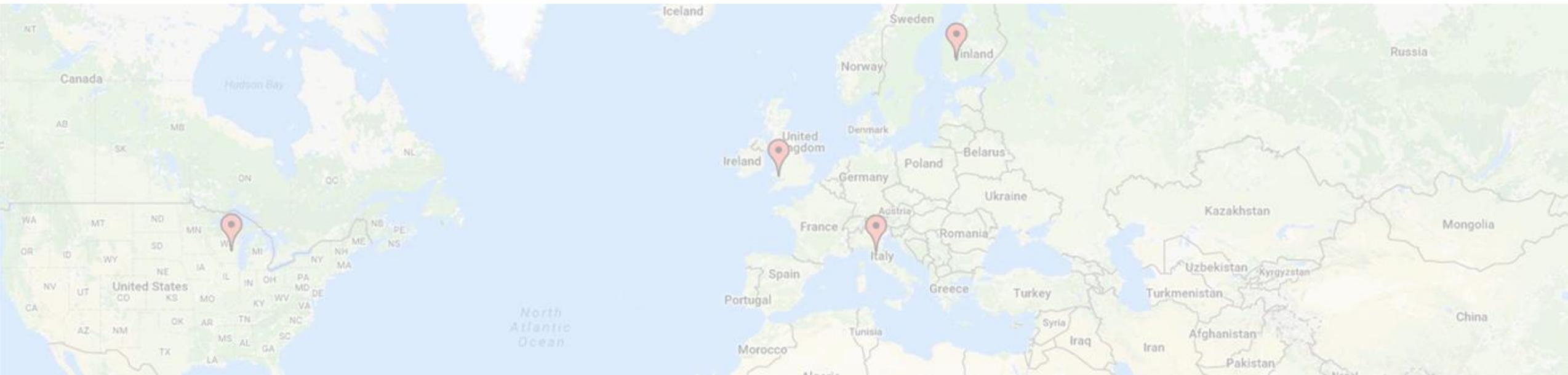
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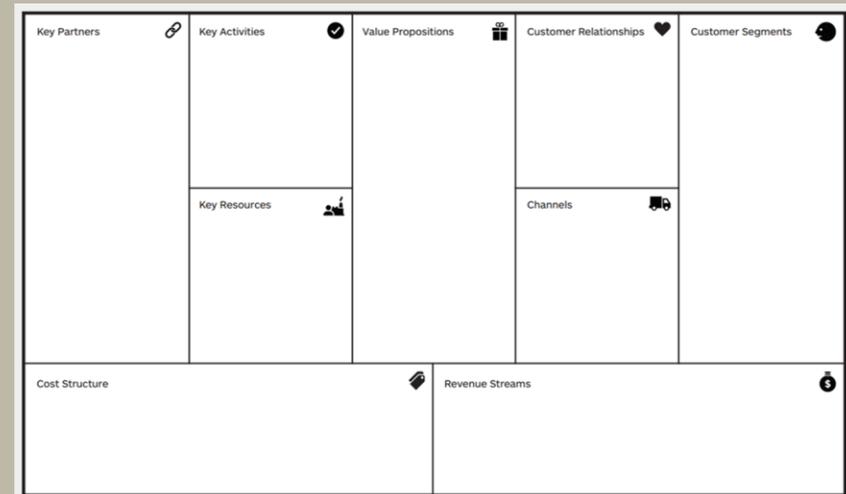
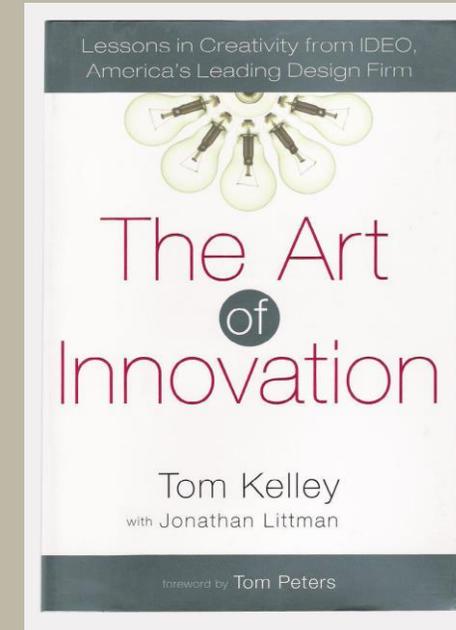
Service Design & Innovation Masters

Design Thinking Consultant & Educator



# Dave's story

- Skills trainer turned Careers educator
- Enterprise Educator (professional)
  - Lean Startup
    - “So, have you tested this on a customer yet?”
  - Business Model Canvas
    - “Right, so what are you doing that’s valuable and who is it valuable to?”
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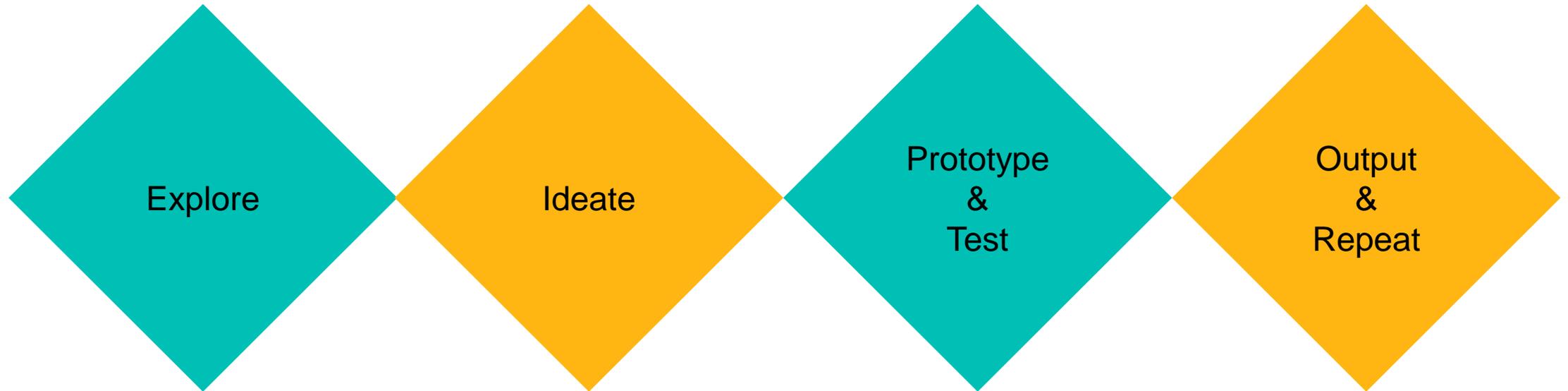
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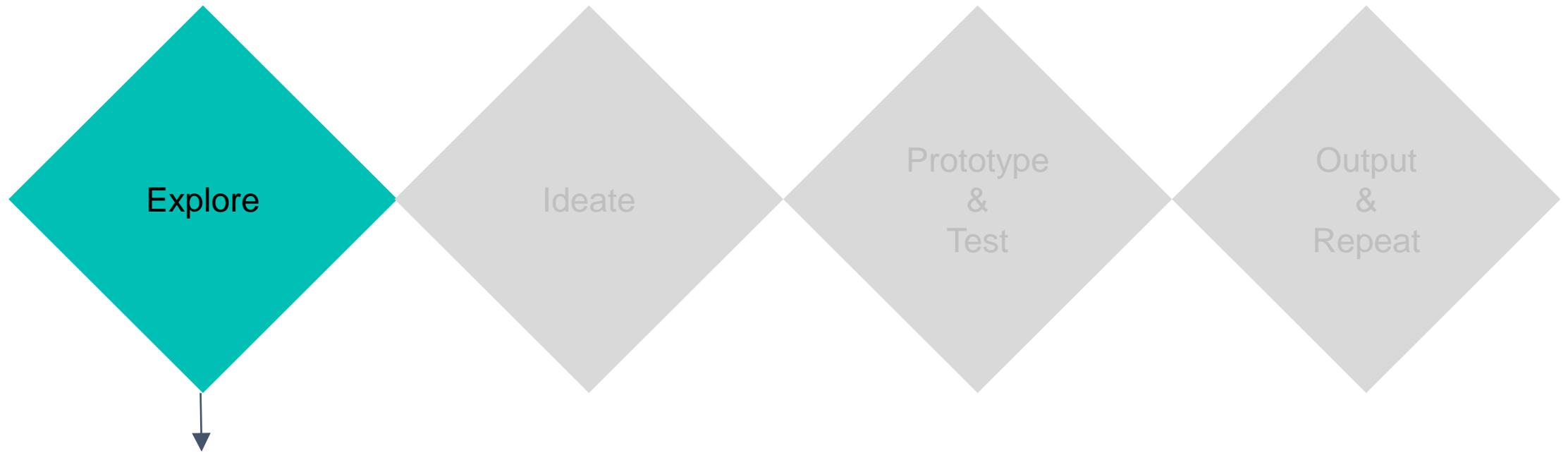
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# Design Thinking Process



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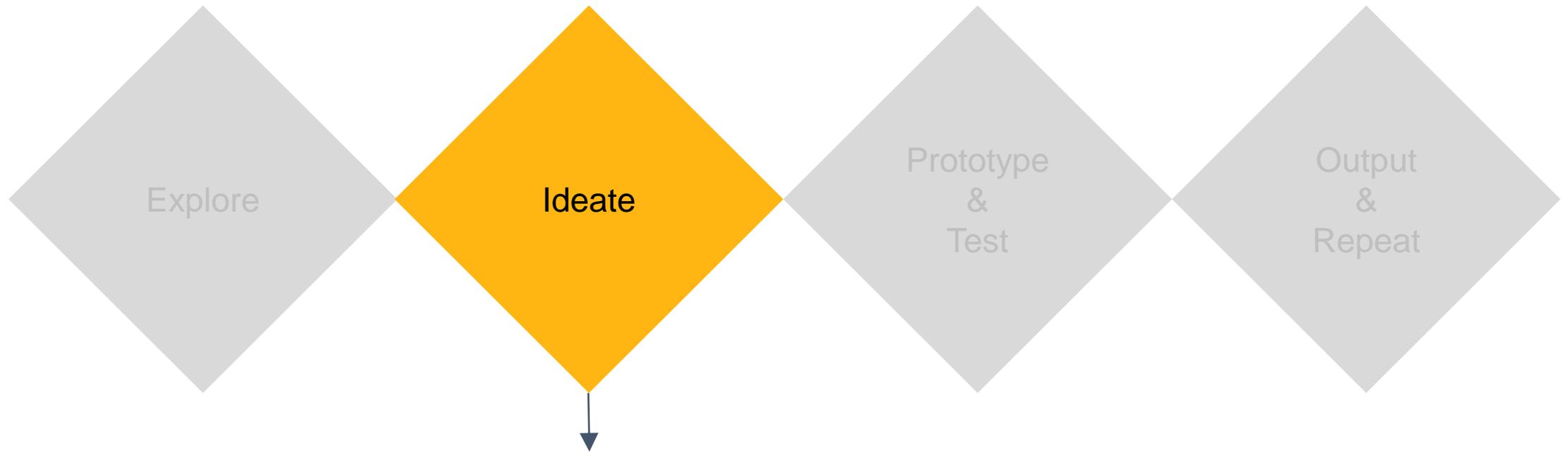
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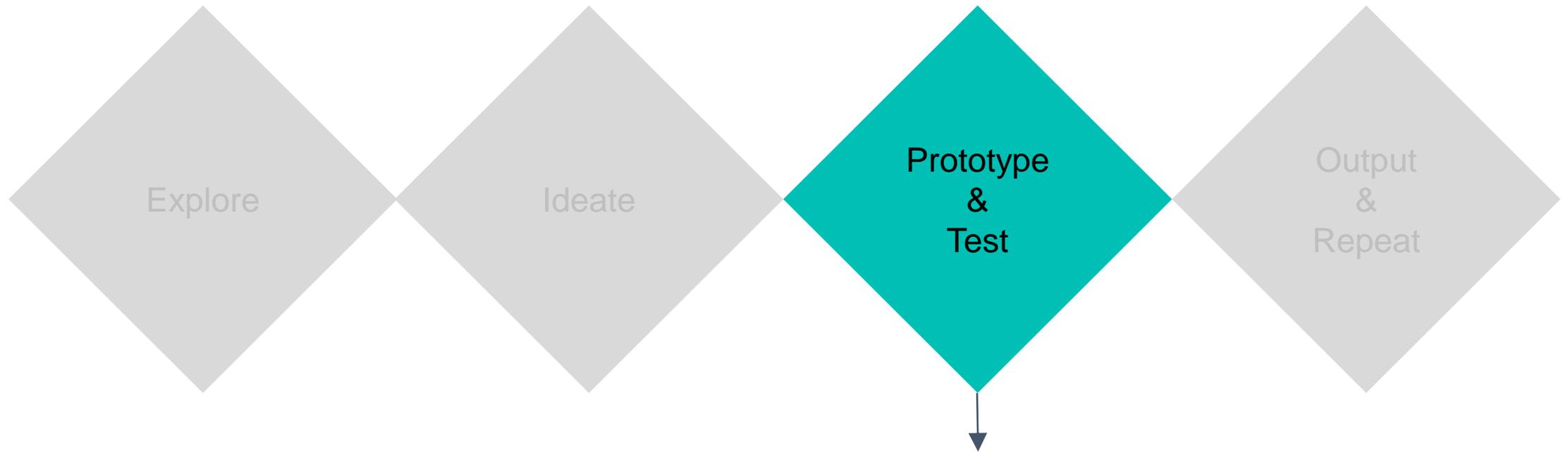
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Turn insights to action by brainstorming ideas for meeting the problems, challenges or opportunities identified in the previous stage.

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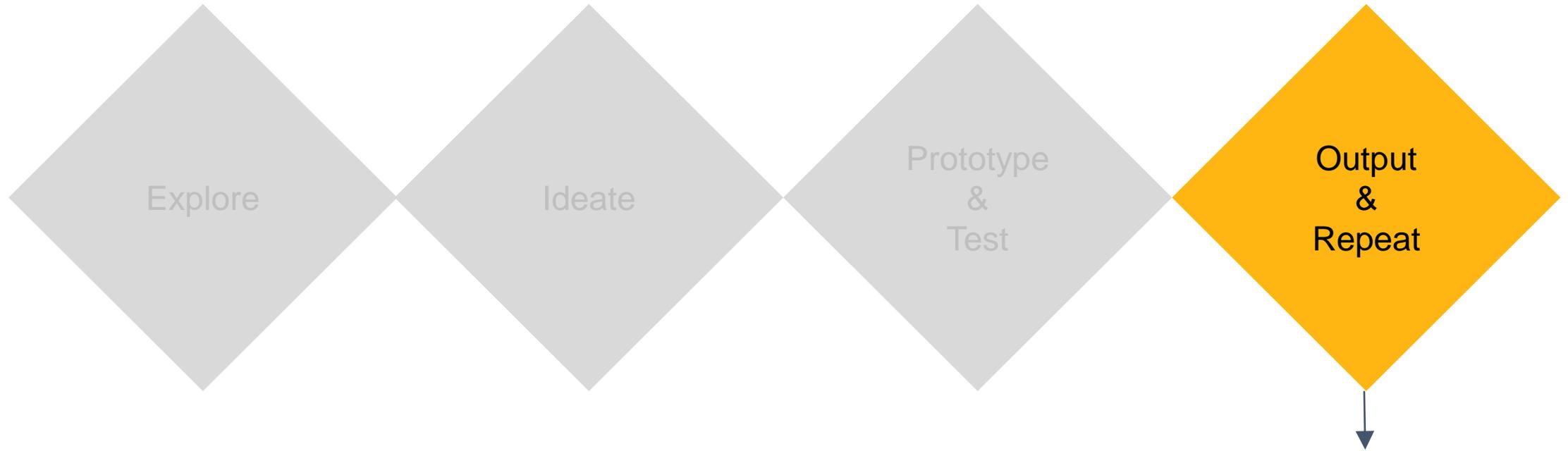
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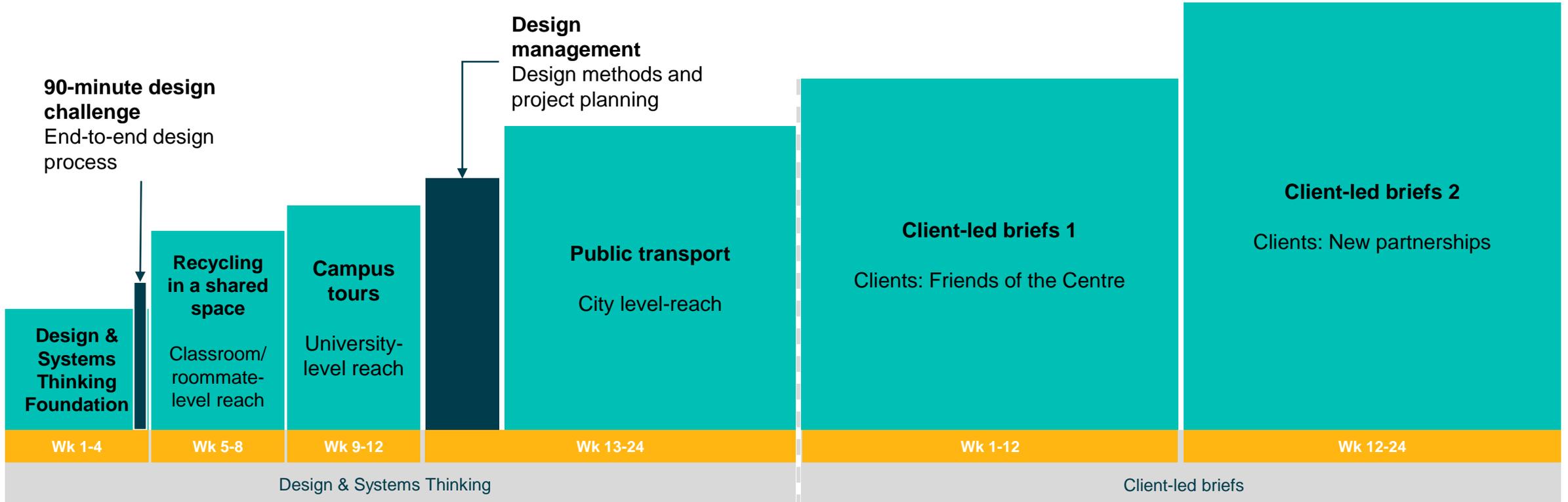
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# Design Thinking Process



Present your idea, identify the next steps for development and possibly even bring it to life.

# Ann's teaching



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# Dave's teaching

- Venture Creation units
  - In-Centre: building on existing design thinking units
  - Out-of-Centre: teaching \*everything\* in 12 weeks
  - Design Thinking typically “mentioned in passing”
- “An Introduction to...”
- The ‘Harry Challenge’
- The tools used:
  - Lean Startup:
    - The importance of customer validation
    - Failing fast and pivoting
  - Value Proposition Design
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    - Empathy Maps
  - Business Model Canvas
  - Blue Ocean Strategy

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# Tension #1: Approaches to innovation



## **NEEDS-FIRST**

Traditional design  
thinking approach

## **IDEAS-FIRST**

Entrepreneurial  
approach

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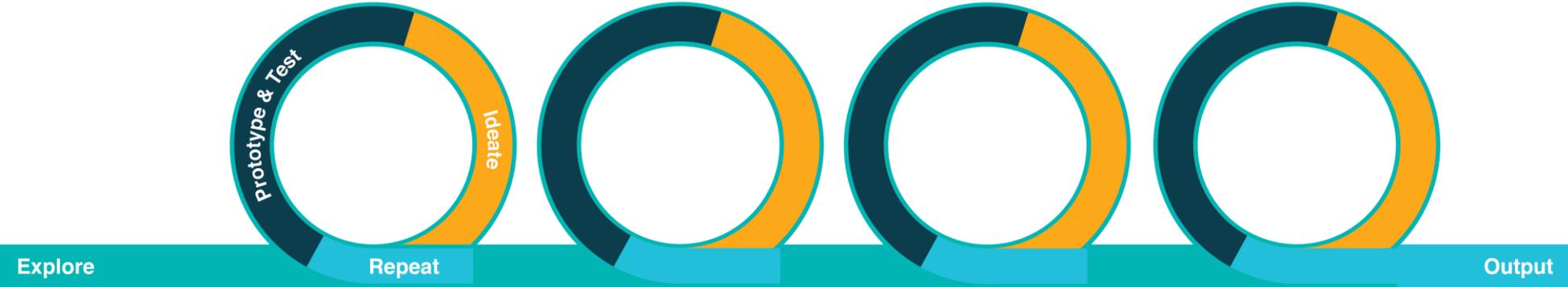
# Approaches to innovation



From



To

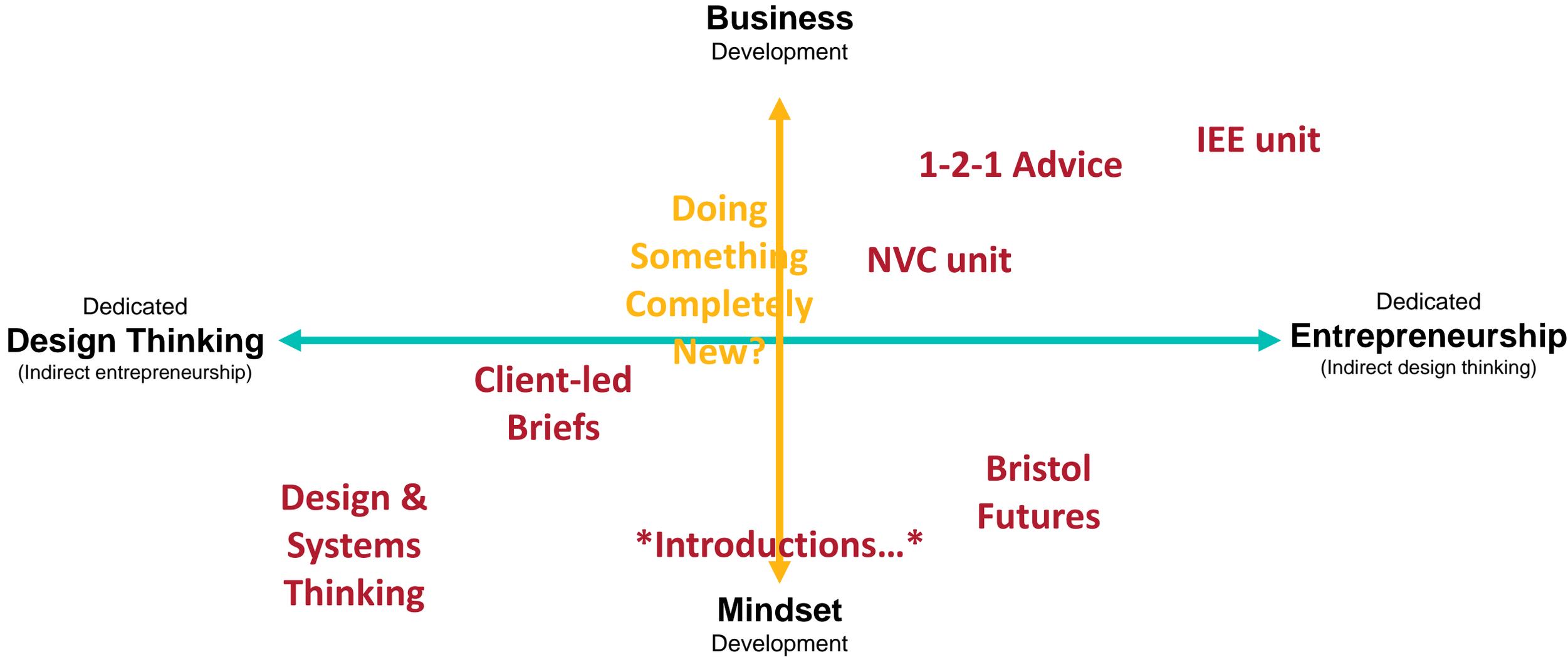


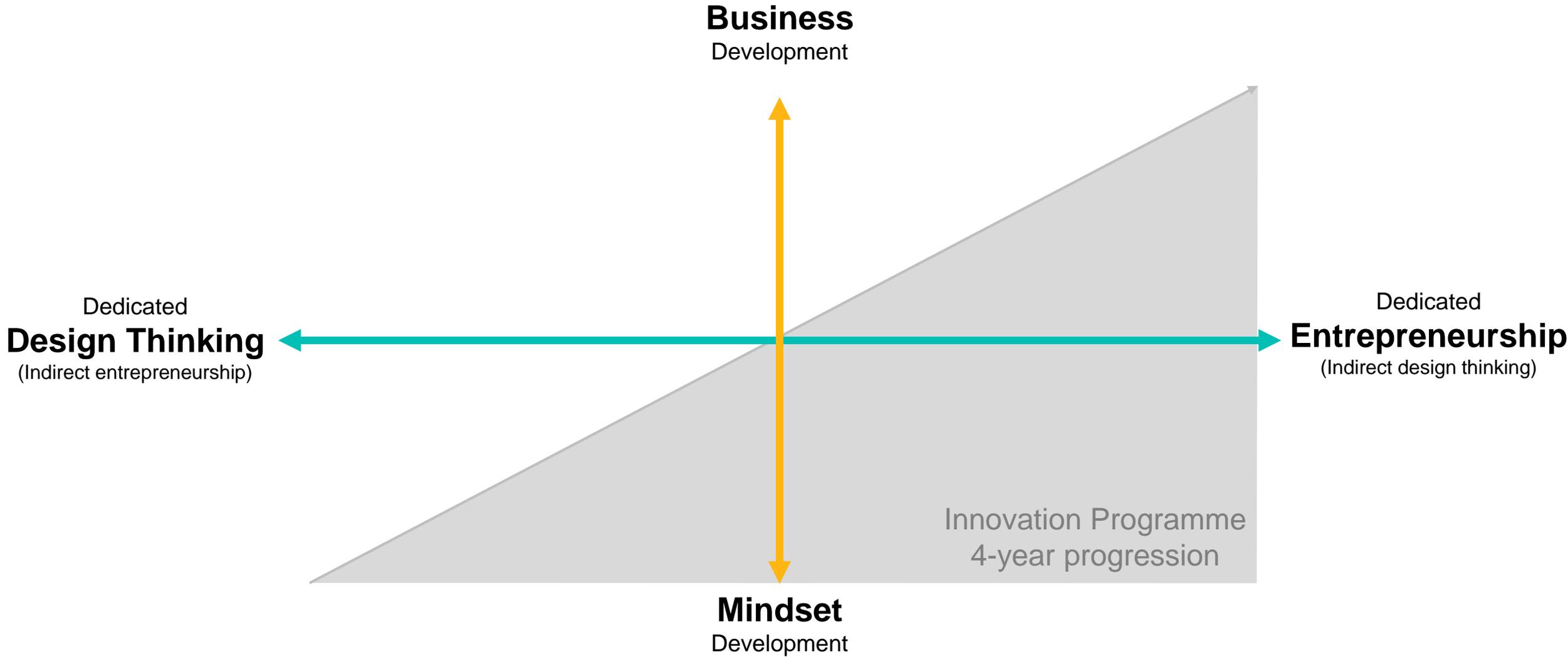
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## **Tension #2: What is the context of the teaching?**

Not all teaching is alike...

- What is the context?
  - Innovation – processes and challenges
  - Entrepreneurship – about, for, or through
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- What is the purpose?
  - Business development
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- What do the students expect or need?





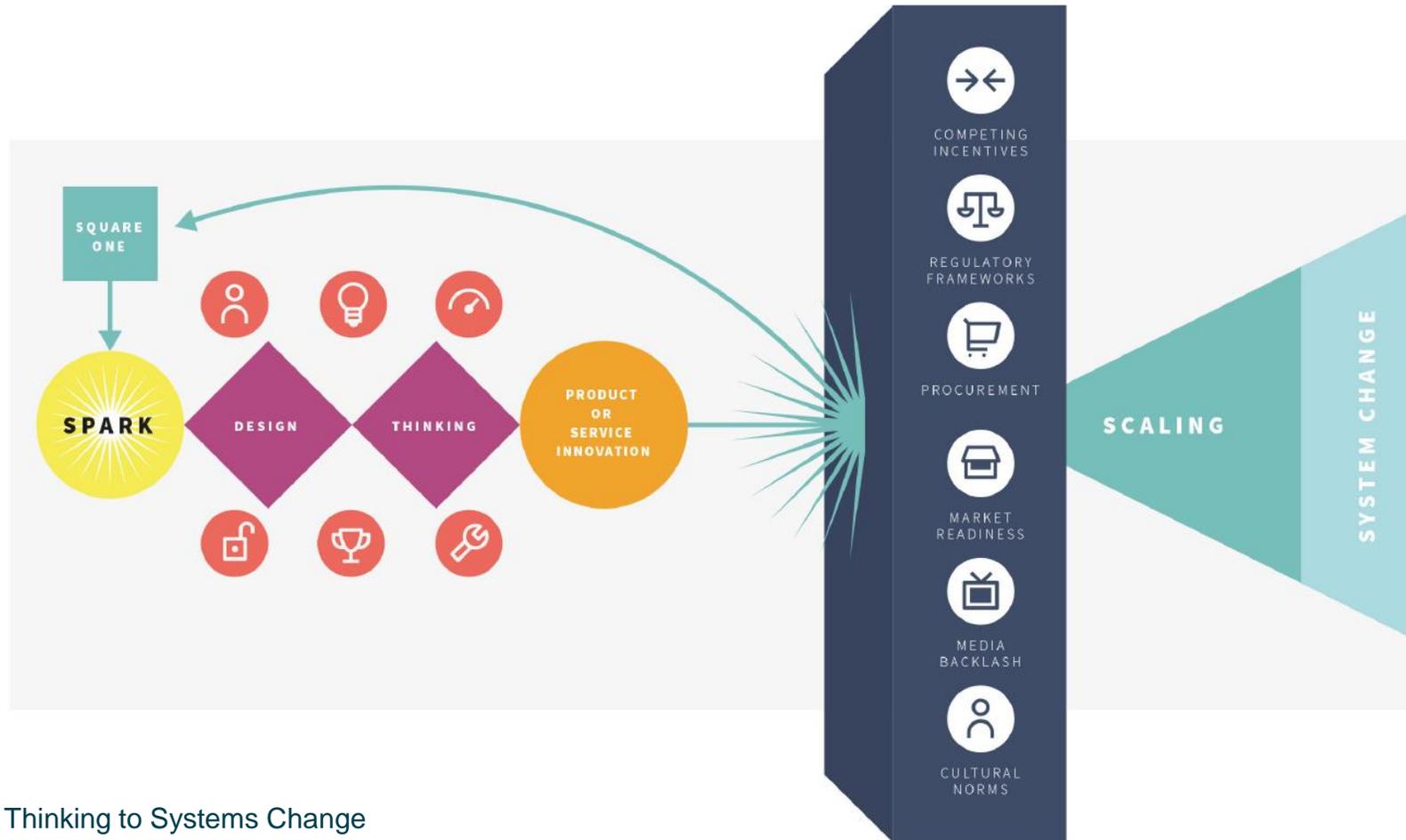
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## Tension #3: Time and Teams

- To do Design Thinking well – you need time:
  - To get the students to focus on insight-gathering rather than solution-crafting.
  - To enable room to explore, test, fail, pivot, test...
  - To realise the value of the process.
- Collaborating with others is complex:
  - Integrating different views and styles (do you have time?)
  - Equity Share

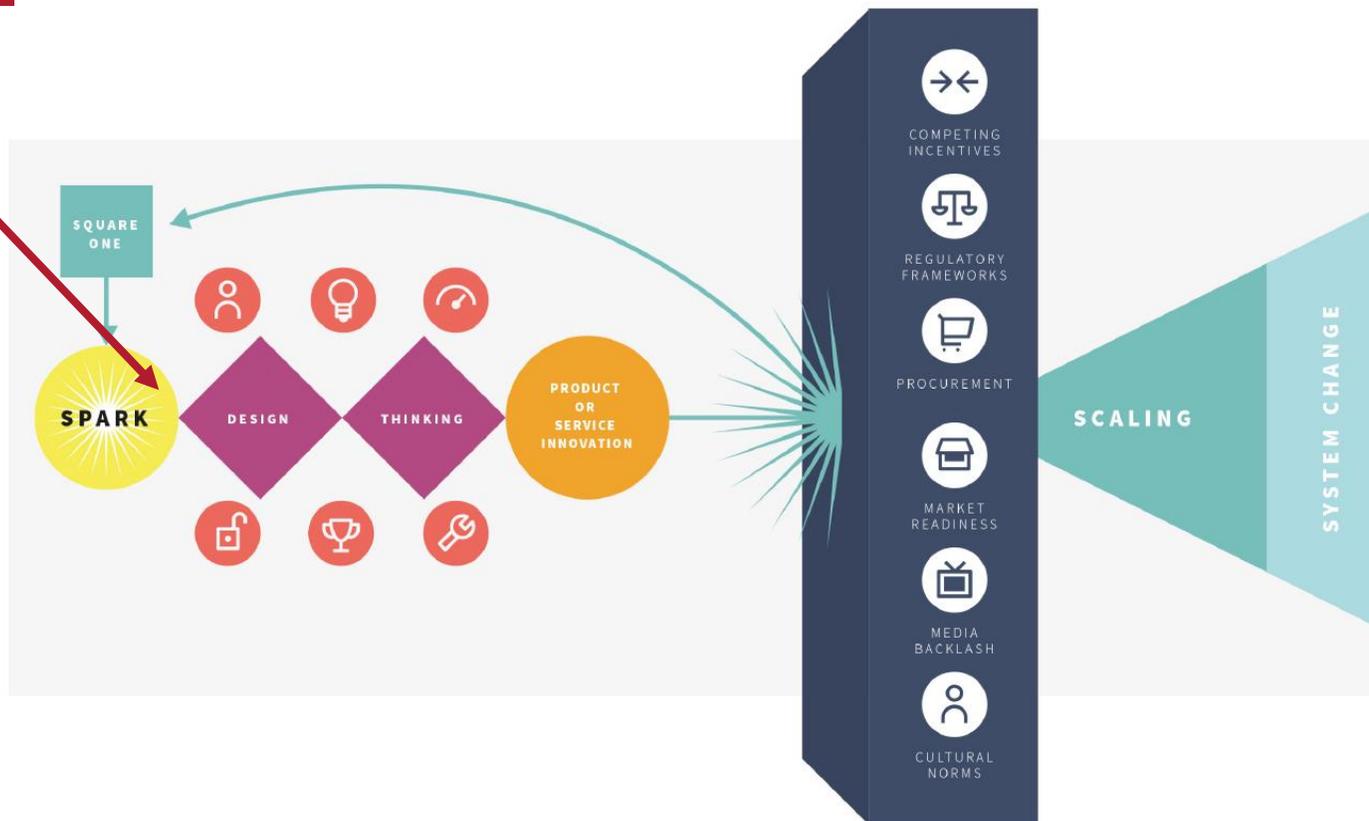
# The limitations of Design Thinking?

Figure 6: The system immune response



**Systems Thinking**

**Lean Startup Methodology**



**Mindset Development**

**Business Development**

RSA: From Design Thinking to Systems Change

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## Design Thinking and Enterprise: Summary

- Clear synergy: Design Thinking can play a critical part in an entrepreneurship education programme
- Tensions:
  - Are you educating designers/consultants or founders?
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- Limitations and structures: where does DT fit into your model, where could it?

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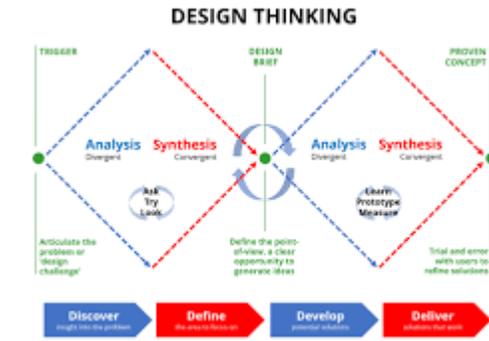
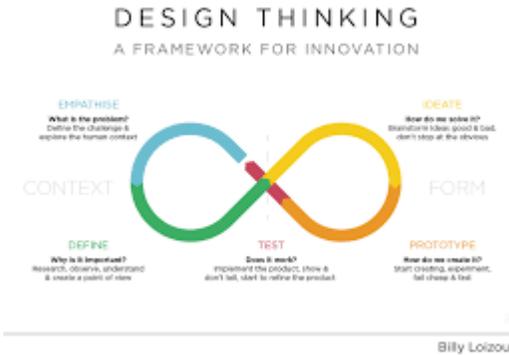
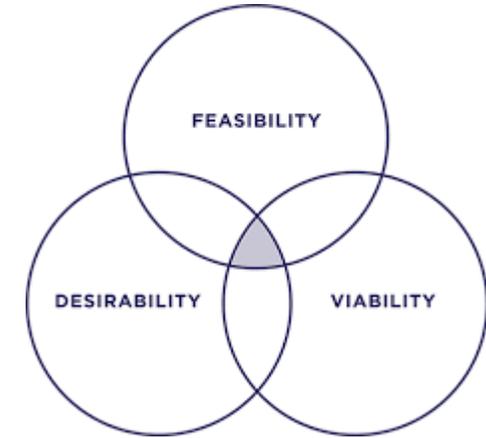
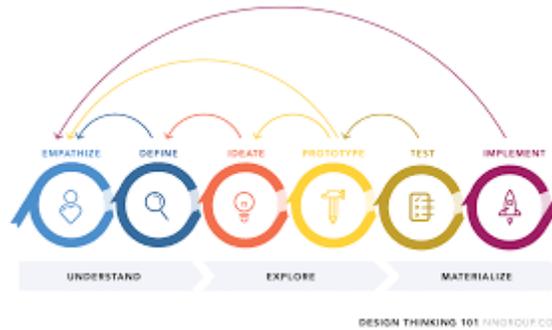
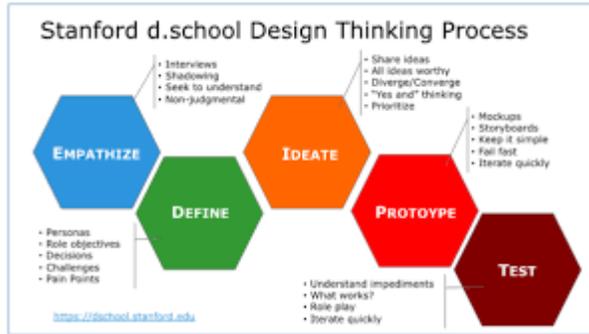
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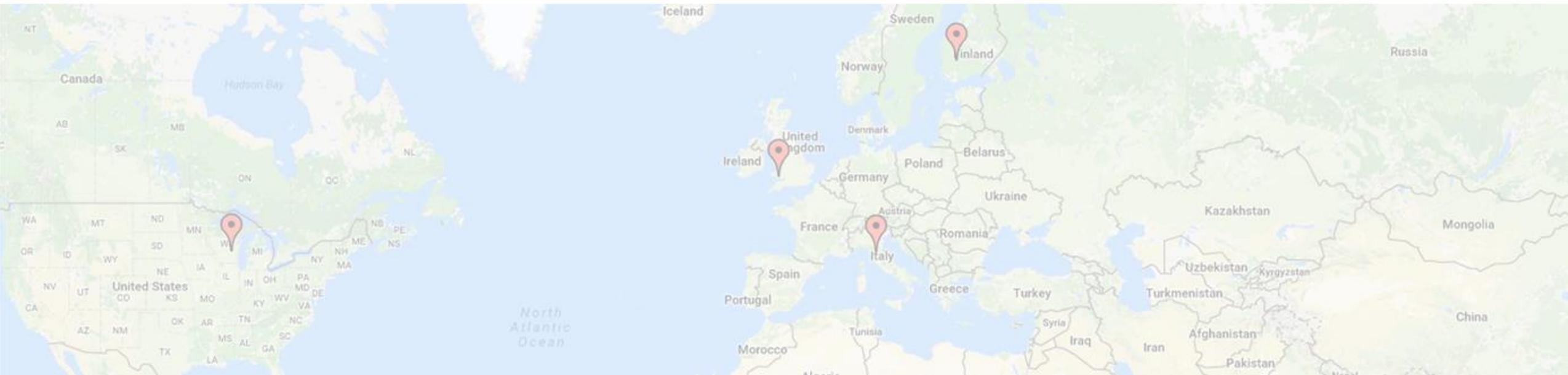
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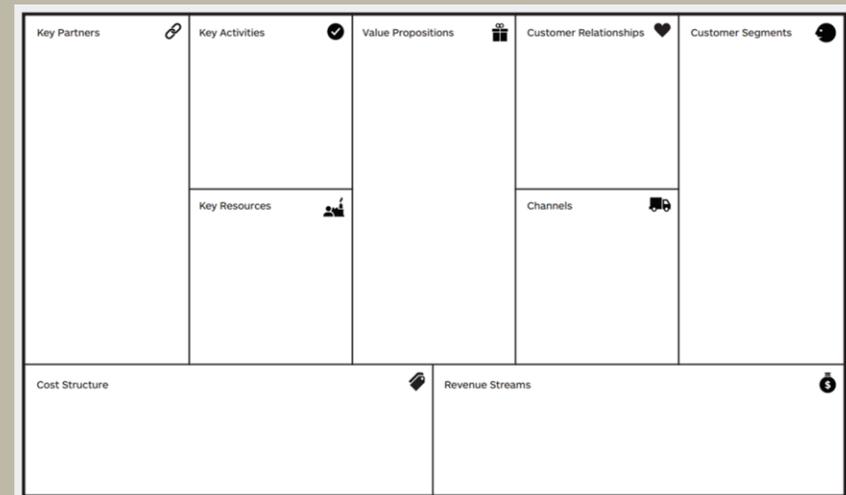
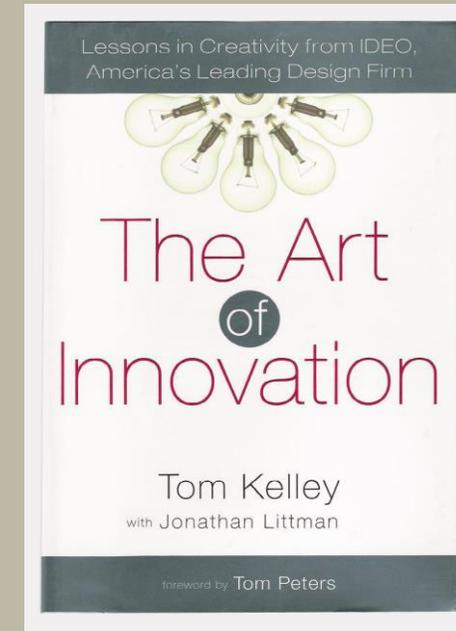
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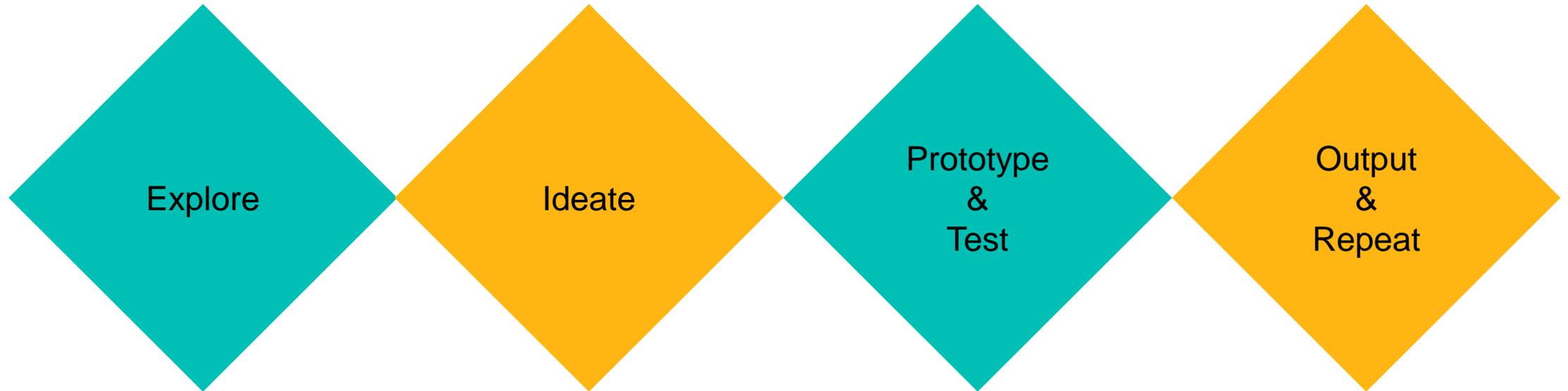
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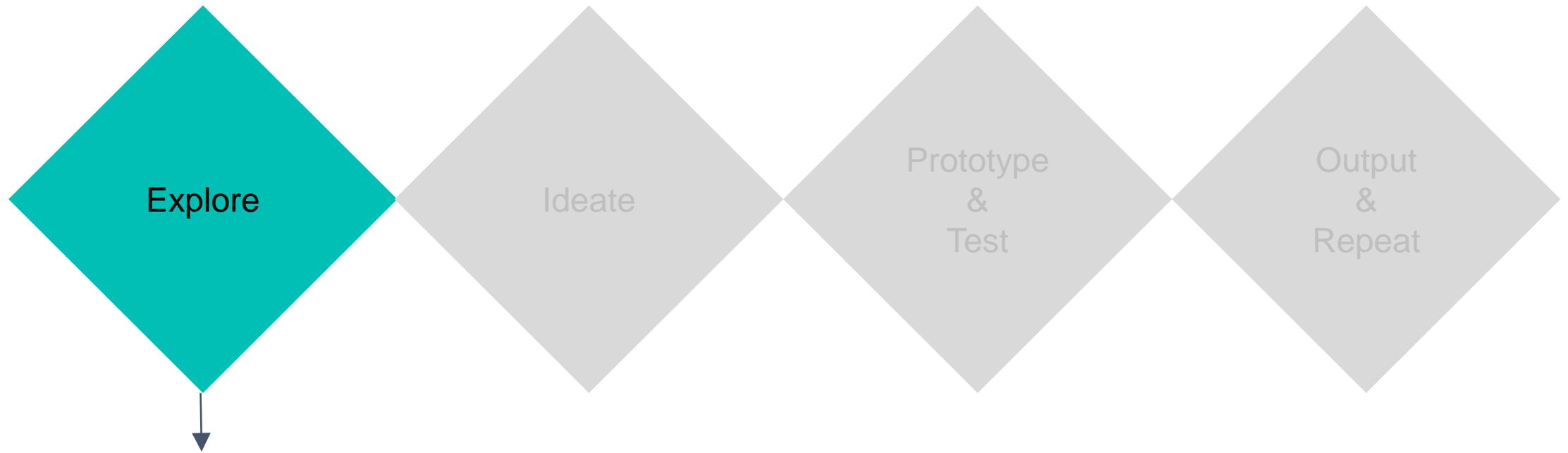
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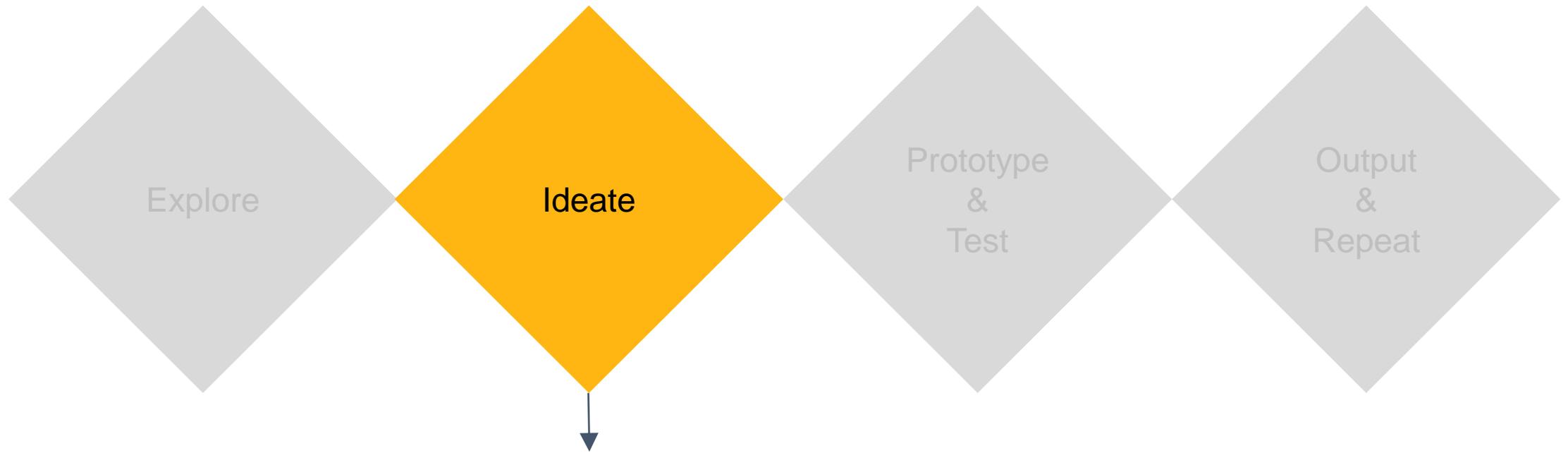
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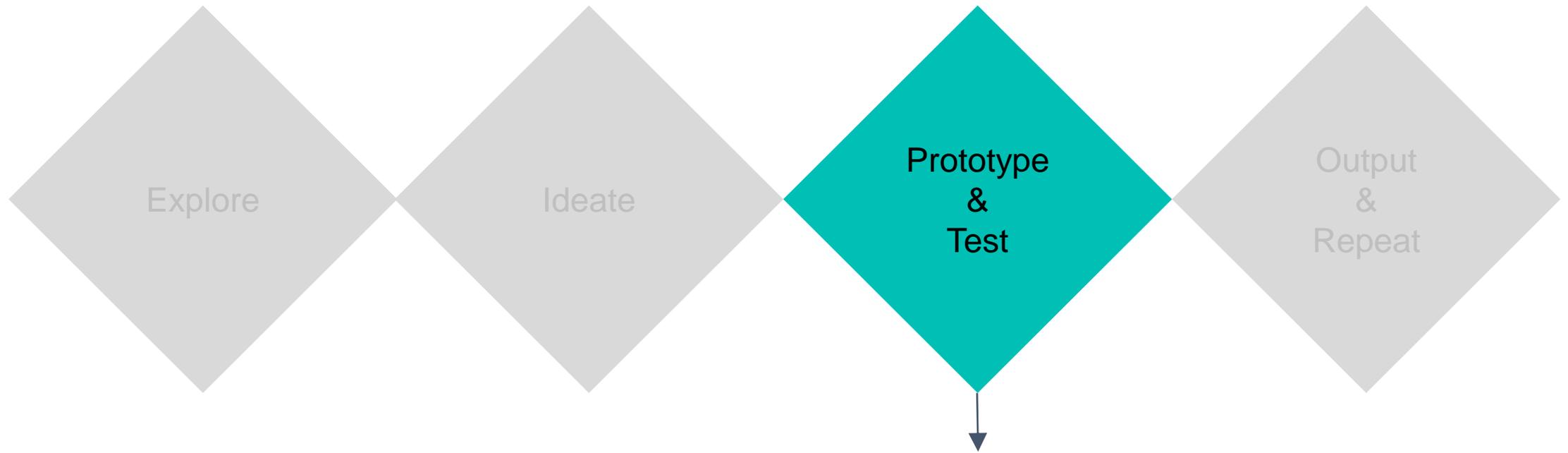
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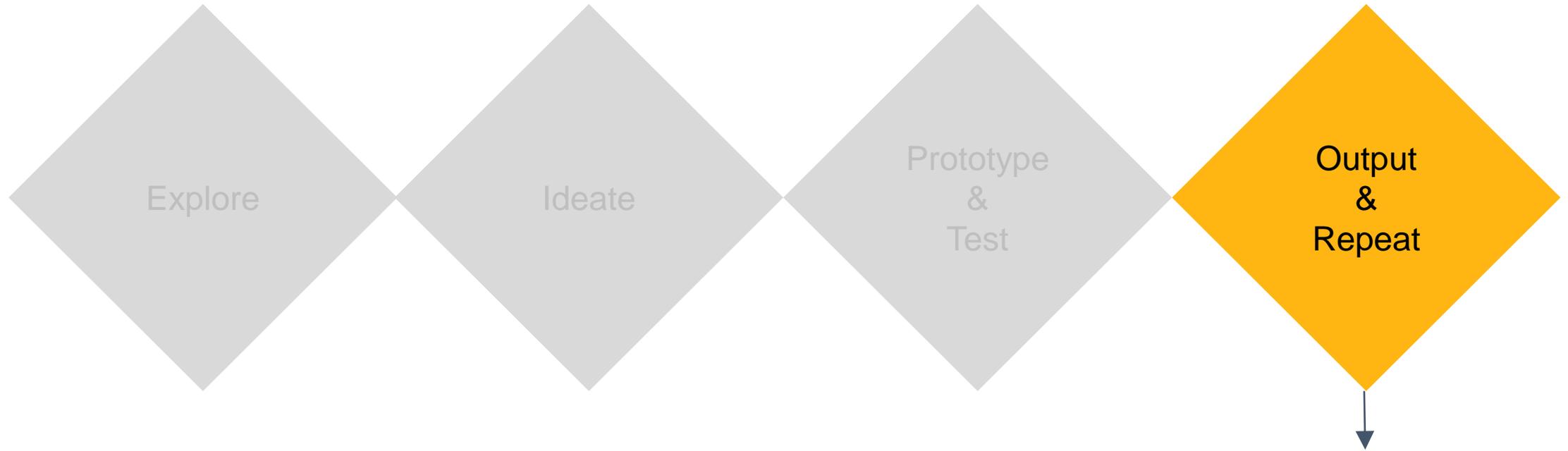
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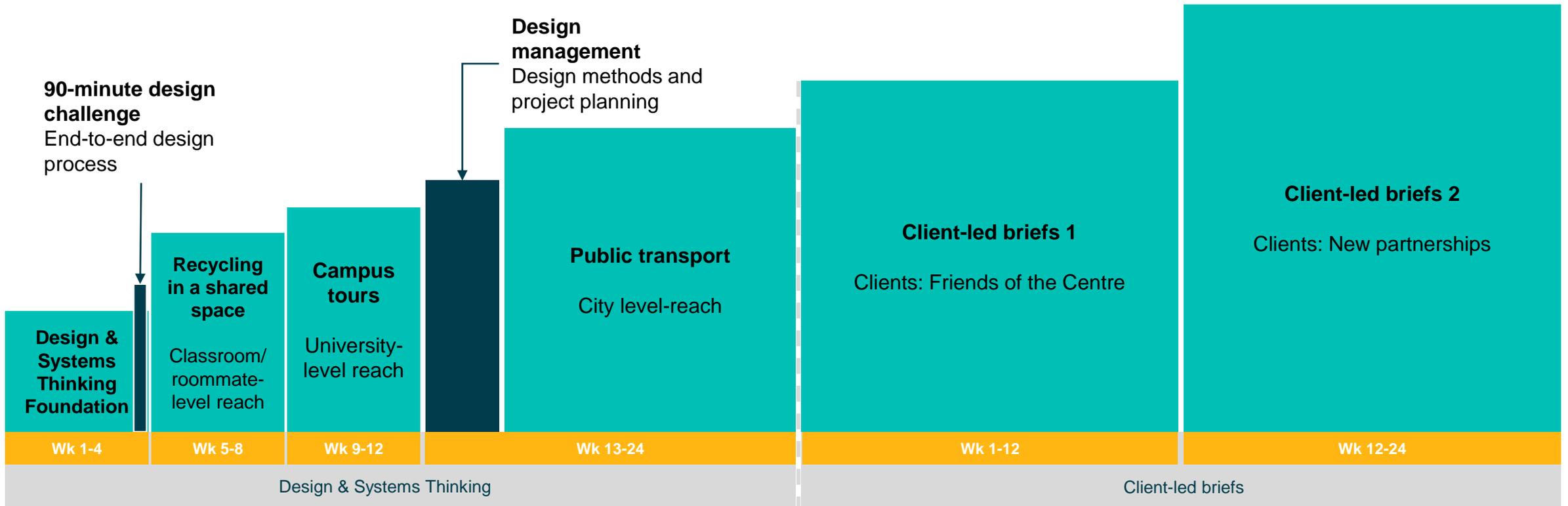
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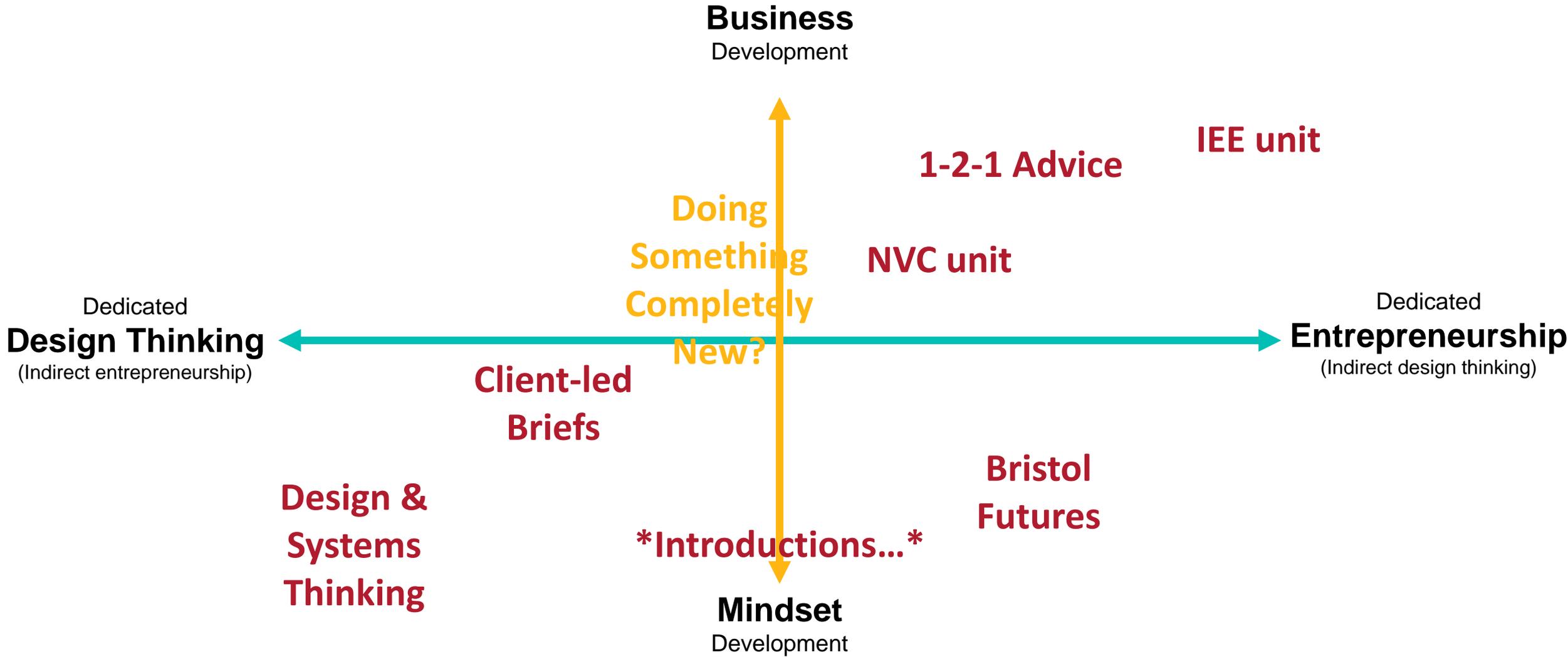


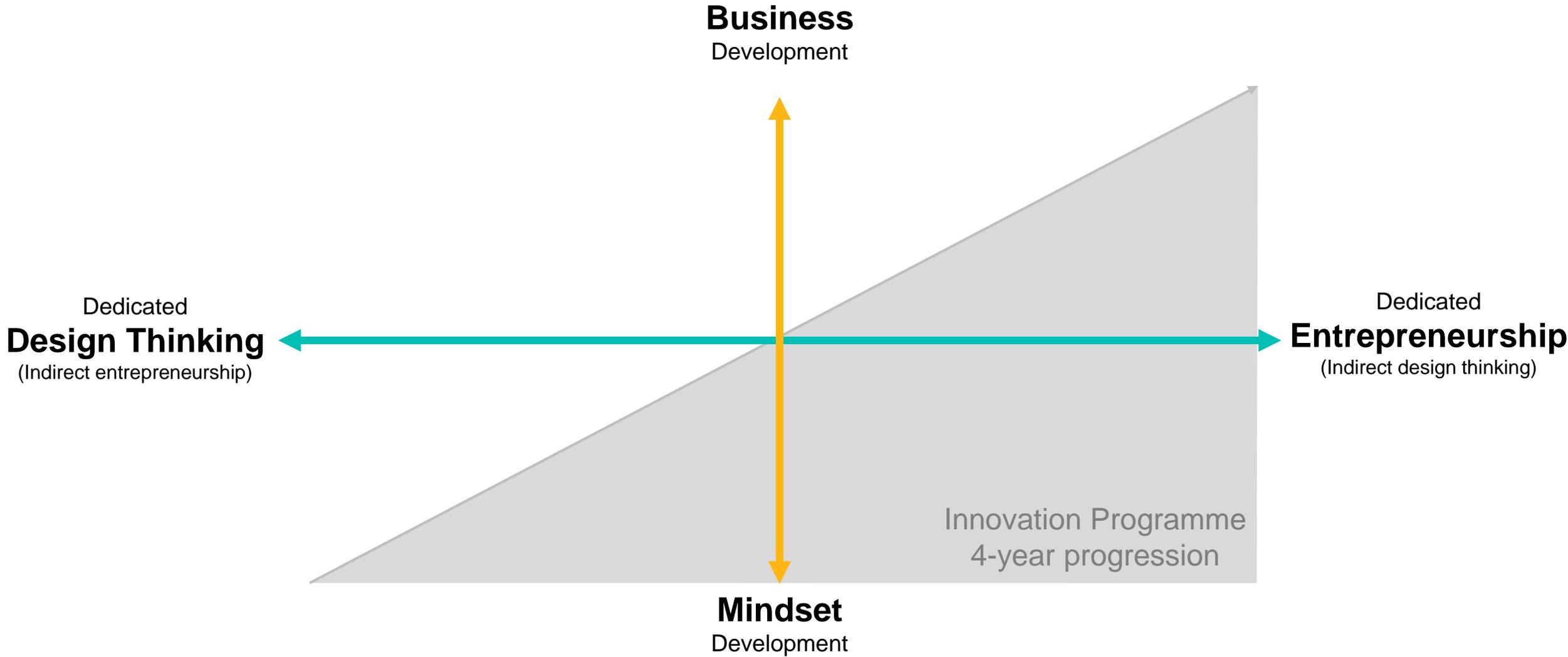
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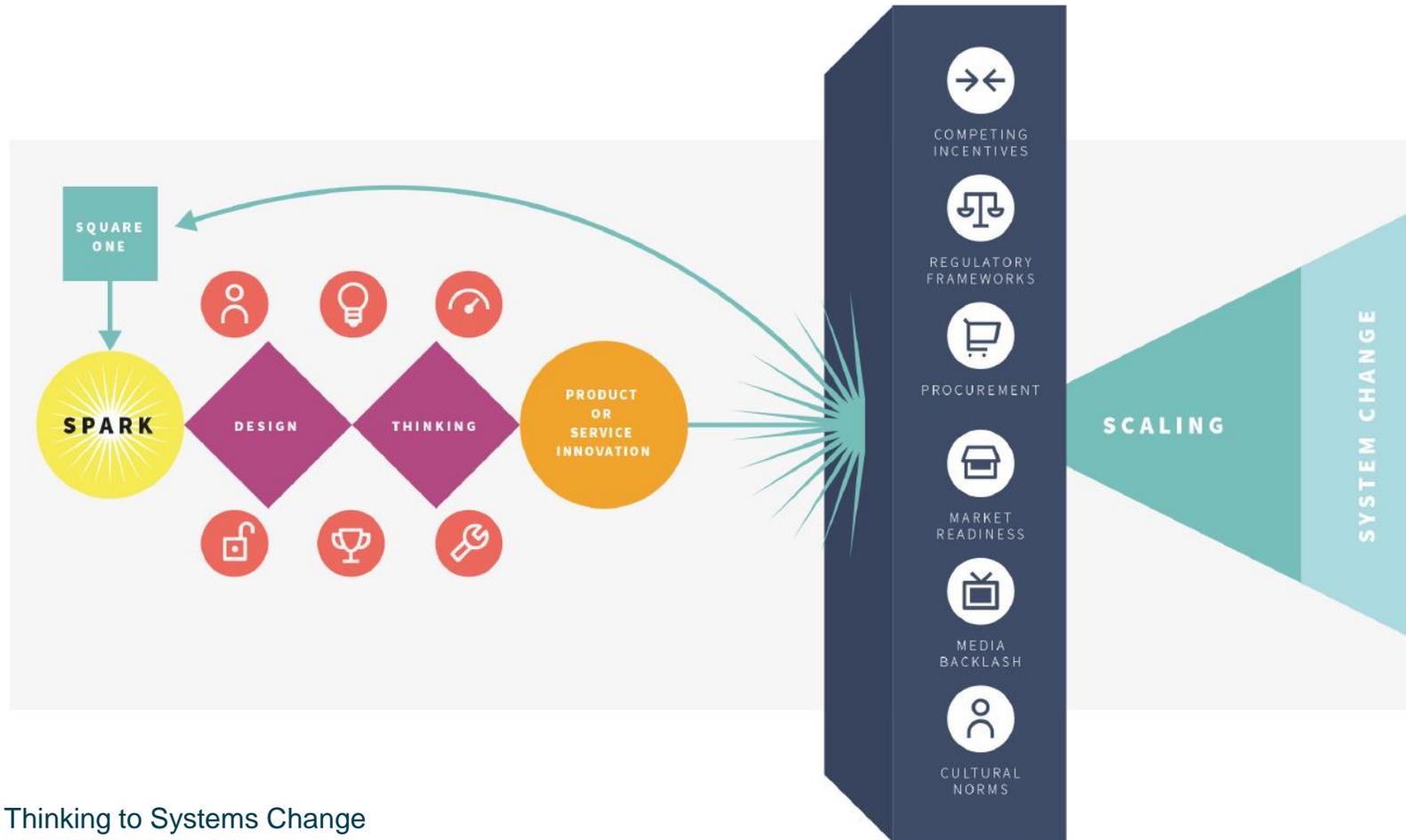
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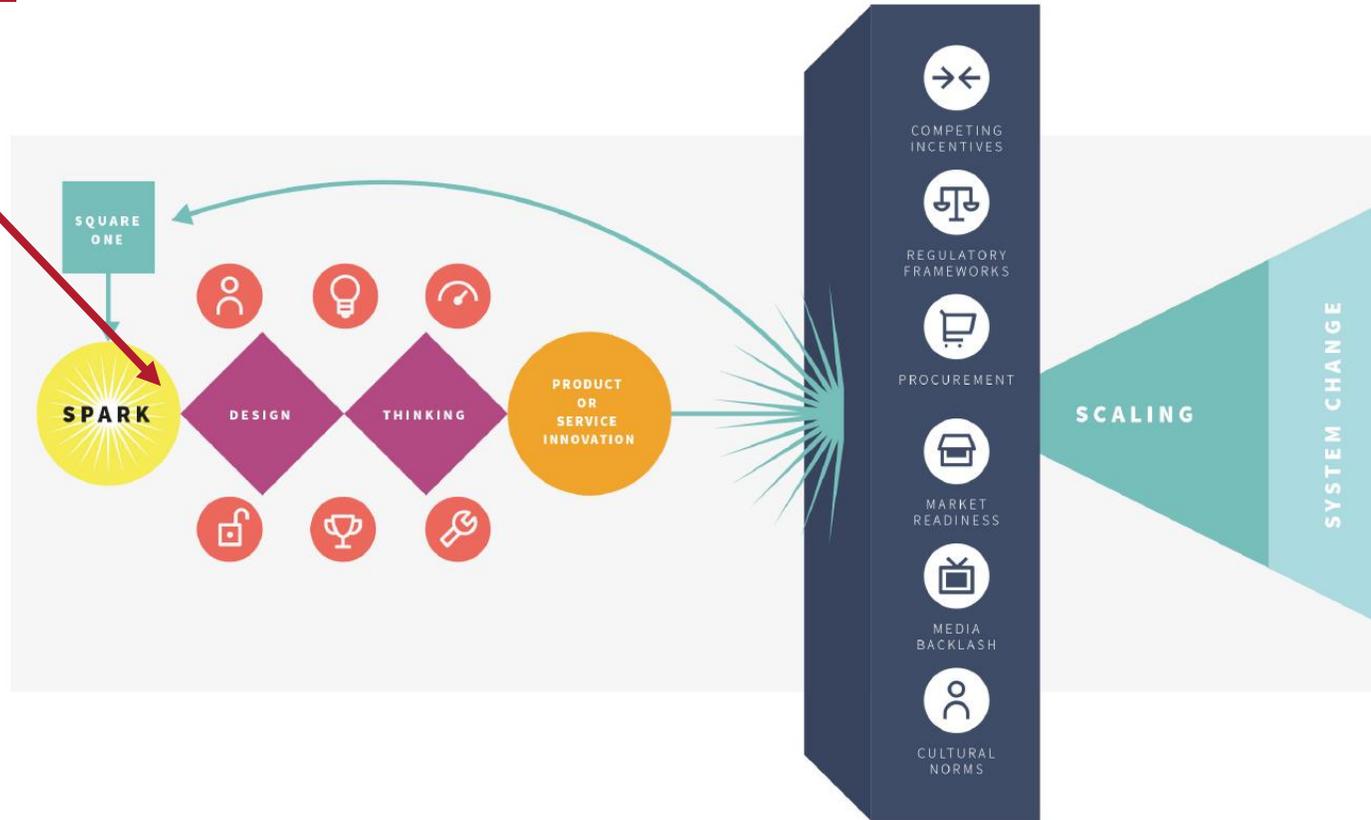
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