Waving our Magic Wands

Harnessing the Power of Design Thinking

Engagement Scholarship Consortium (ESC) 2013

Introduction

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Design Thinking

- What is it?

7 Step Design Process

- Accept Situation
- Analyze
- Define
- Ideate
- Select
- Implement
- Evaluate

Design can be linear

Knowledge and use of the DESIGN PROCESS provides a fuller, richer and productive life by allowing us to take conscious control of our own life process--as opposed to being the passive victim of the decisions of others and/or the consequences of nature.

The design process can be viewed in a variety of ways. Some see it as a linear thing; others see it as a circular configuration.
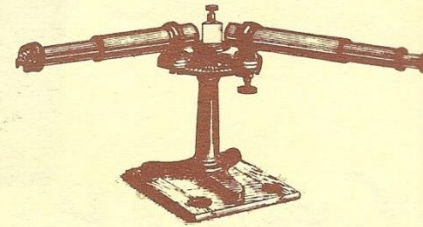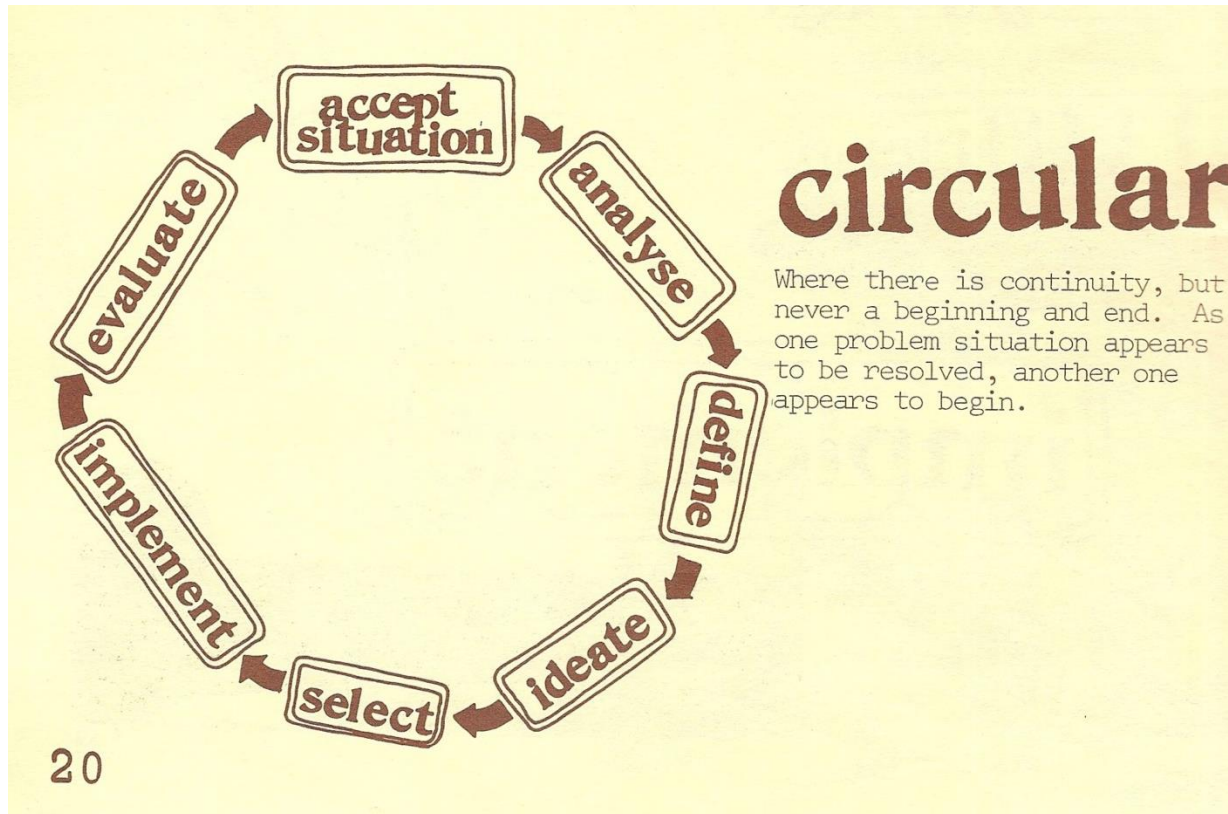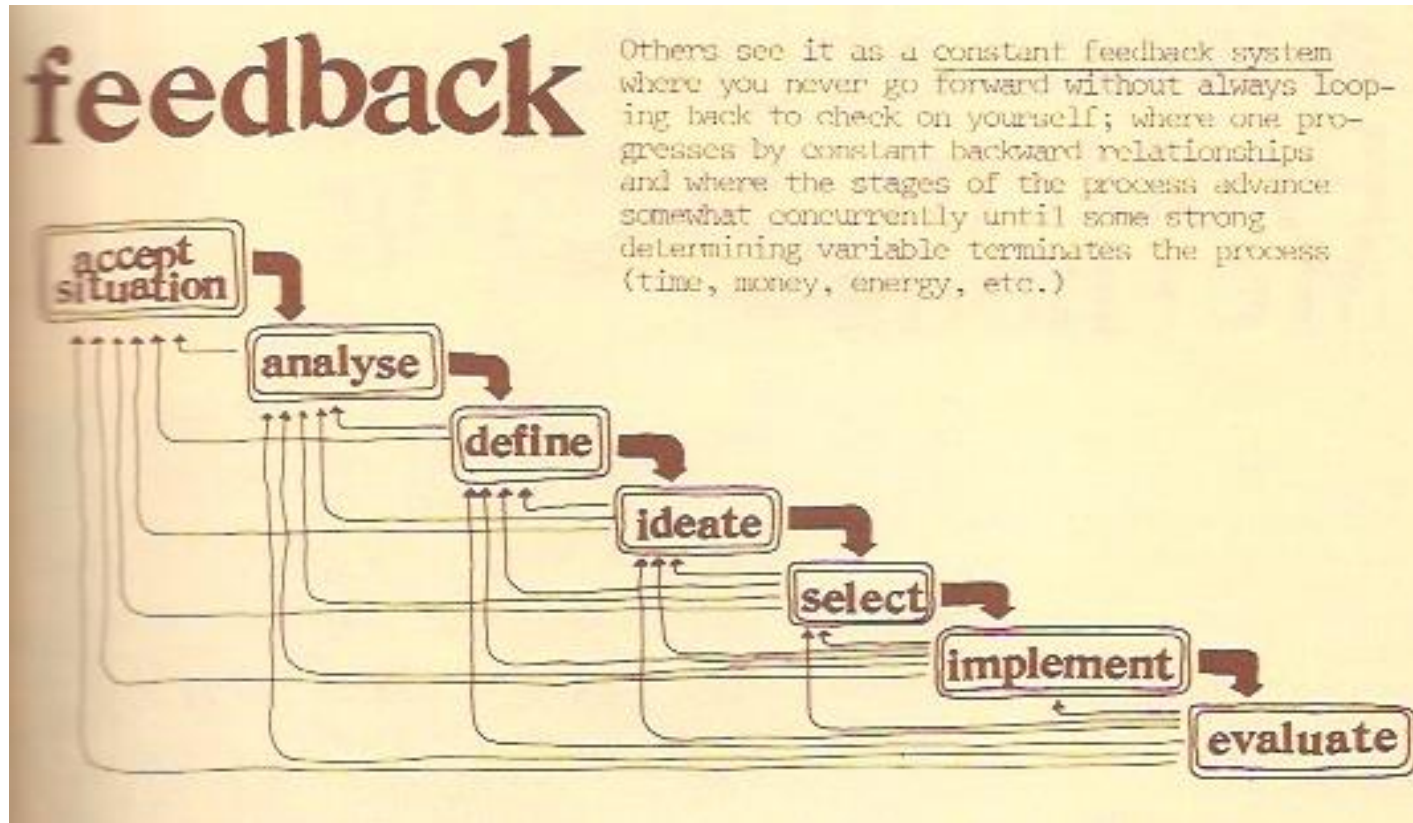
linear

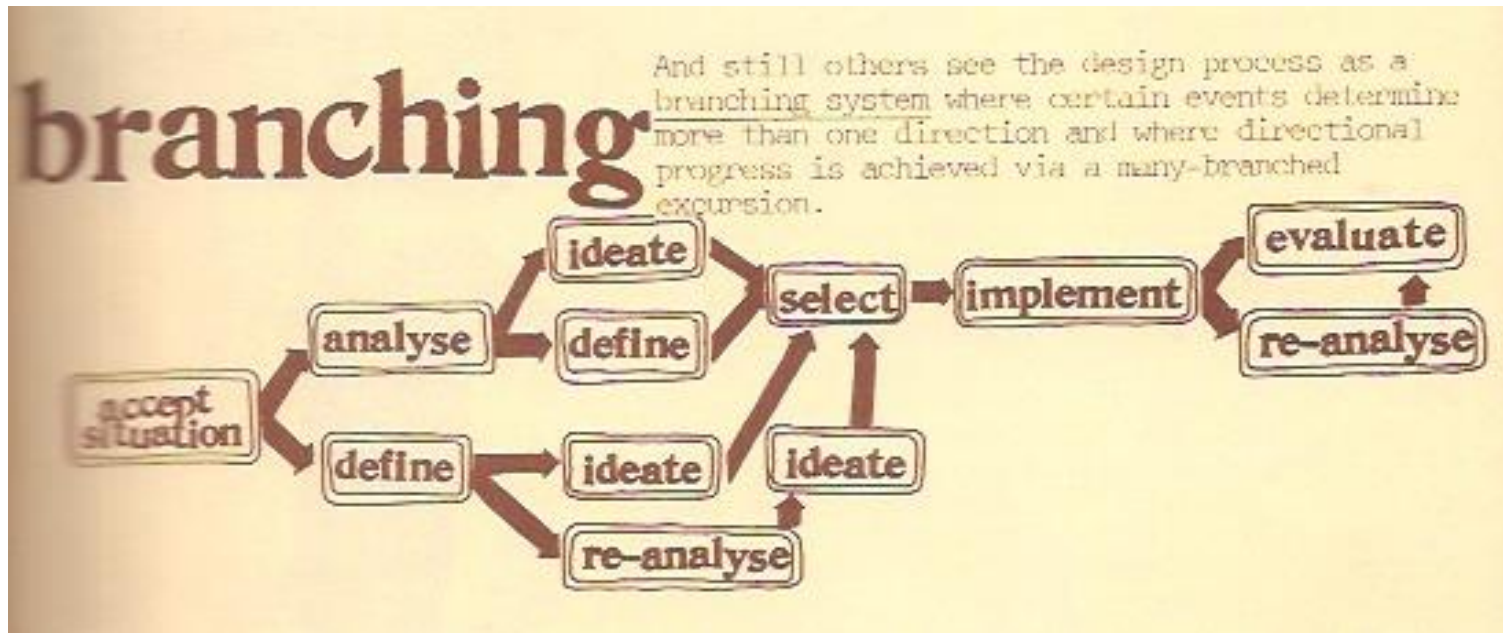Where one thing follows another in a straight line.

accept situation → analyse → define → ideate → select → implement → evaluate

Or circular

circular

Where there is continuity, but never a beginning and end. As one problem situation appears to be resolved, another one appears to begin.
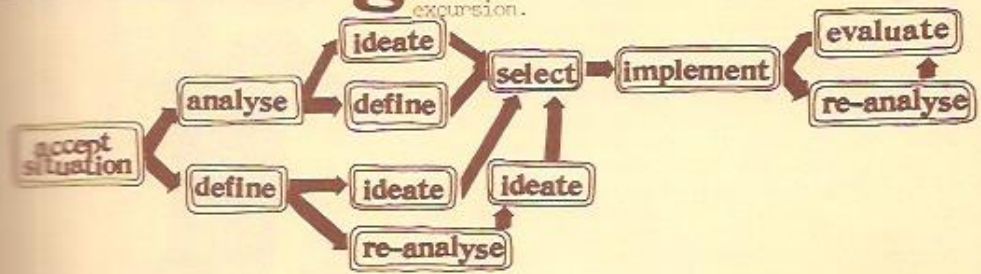
(Cycle diagram: accept situation → analyse → define → ideate → select → implement → evaluate → accept situation)

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And should involve feedback

Or can be a many-branched excursion.

What's for dinner?

1. Accept Situation

2. Analyze

3. Define

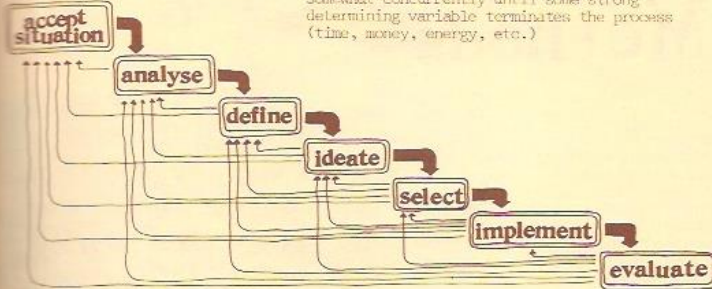# 3. Define*

* Texas edition

4. Ideate

5. Select

6. Implementation

7. Evaluate

MAGIC ACTIVITY

A Waukon Dessert

A Waukon Dessert

A Waukon Dessert
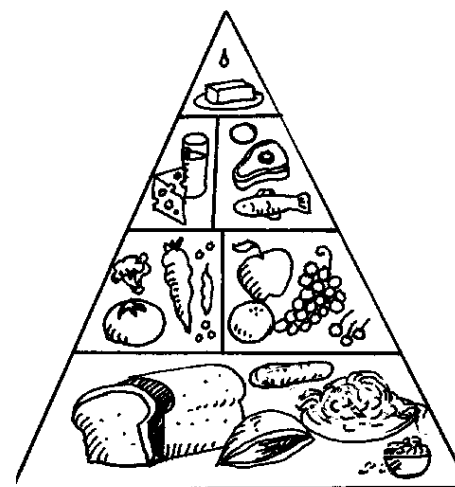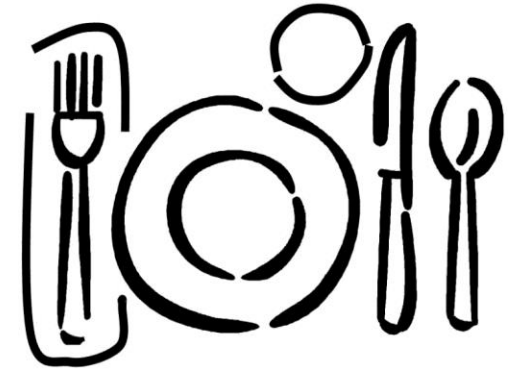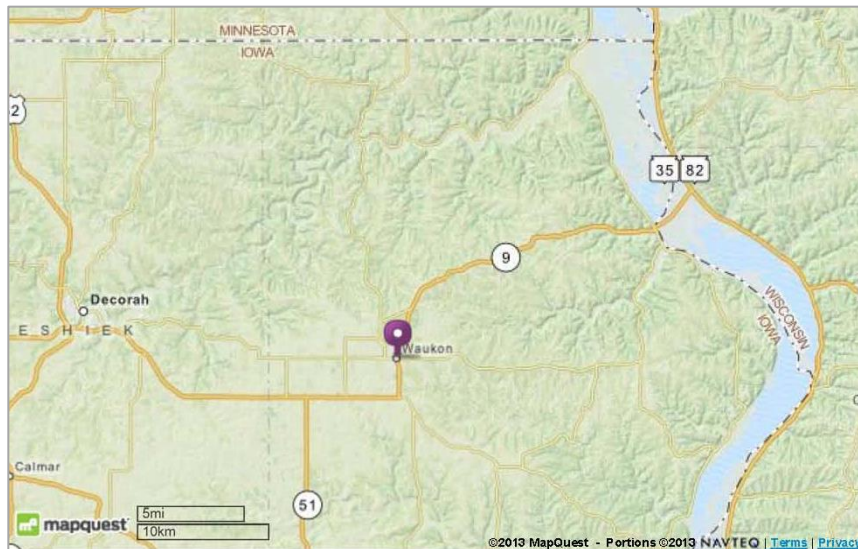
http://www.nytimes.com/2009/11/27/travel/escapes/27driftless.html?pagewanted=all

IOWA STATE UNIVERSITY
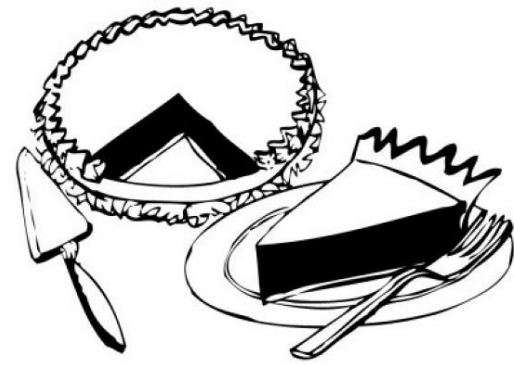Extension and Outreach

A Waukon Dessert

A Waukon Dessert

A Waukon Dessert

City officials have asked Iowa State University to help plan its community's future. Specifically, they have asked that we work with the community to help design the community as an elder friendly place that is seen as a good place to retire. Our current team involves an economist, and interior designer, a sociologist, and architect, and a landscape architect.

If you were on the team, what role might you take? So, putting on "design thinking caps" and utilizing your professional experience and academic backgrounds, break into groups and let's take design thinking for a spin and to help recreate Waukon as "the" place to retire.

Report back....

References

- Brown, Tim. (2008). Design Thinking: Thinking like a designer can transform the way you develop products, services, processes-and even strategy. Harvard Business Review, June.

- Brown, Tim and Jocelyn Wyatt. (2010). Design Thinking for Social Innovation. Stanford Social Innovation Review, Winter.

- Rottle, Nancy. (2005). Universal in the Local: Practising the Scholarship of Engagement. Landscape Review, 10 (1&2), 96-102.

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Questions?

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