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.
Or circular

Where there is continuity, but never a beginning and end. As one problem situation appears to be resolved, another one appears to begin.
And should involve feedback

feedback

Others see it as a constant feedback system where you never go forward without always looping back to check on yourself; where one progresses by constant backward relationships and where the stages of the process advance somewhat concurrently until some strong determining variable terminates the process (time, money, energy, etc.)
Or can be a many-branched excursion.
What’s for dinner?

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.

**circular**

Where there is continuity, but never a beginning and end. As one problem situation appears to be resolved, another one appears to begin.

**feedback**

Oftentimes it is a constant feedback system where you never go forward without always stopping back to check on yourself; where one progression by constant feedback relationships and stages the stages of the process advance somewhat concurrently until some strong determining variable terminate the process (time, money, energy, etc.)

**branching**

And still others see the design process as a branching system where certain events determine more than one direction and where directional progress is achieved via a many-branching excursion.
1. Accept Situation
2. Analyze
3. Define
3. Define*
4. Ideate
5. Select
6. Implementation
7. Evaluate
MAGIC ACTIVITY
A Waukon Dessert
A Waukon Dessert
A Waukon Dessert

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


• The Universal Traveler, a Soft-Systems guide to: creativity, problem-solving and the process of reaching goals. Don Koberg and Jim Bagnall, 1976.
Questions?

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