DESIGN THINKING – PRAGMATICS



This post is in a series of commentaries on a class running at Stanford, Winter Quarter 2010 – "Transformative Design" ENGR 231 – [Link]

Design thinking is a systematic process for generating innovation. Last week we offered a crash course – learning by doing – designing a briefcase – [Link]

Design thinking is a pragmatics, a set of algorithms, tried and tested tactics for

observing, listening, engaging with people, interpreting and analyzing their circumstances, then iteratively and adaptively offering interventions in those circumstances so as to effect improvement.

Today we covered IDEO’s card deck – 51 techniques for connecting with people – learn, look, ask, try.



Learn Look Ask **Try**

Experience Prototype

How

Quickly prototype a concept using available materials and use it in order to learn from a simulation of the experience using the product.

Why

This is useful for revealing unanticipated issues or needs, as well as evaluating ideas.

The IDEO team built a working interactive model of a digital camera to understand the experience of different interaction design solutions.

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