



Design Thinking Intro

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**Events Incubation Conference
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d-school

Hasso Plattner
Institute of Design Thinking
at the University of Cape Town

SCHOOL OF
DESIGN THINKING
Hasso Plattner Institut
Universität Potsdam



d. 
HASO PLATTNER
Institute of Design at Stanford


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Hasso Plattner
Institute of Design Thinking
at the University of Cape Town





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design thinking at

Hasso Plattner

Institute of Design Thinking

University of Cape Town

design thinking

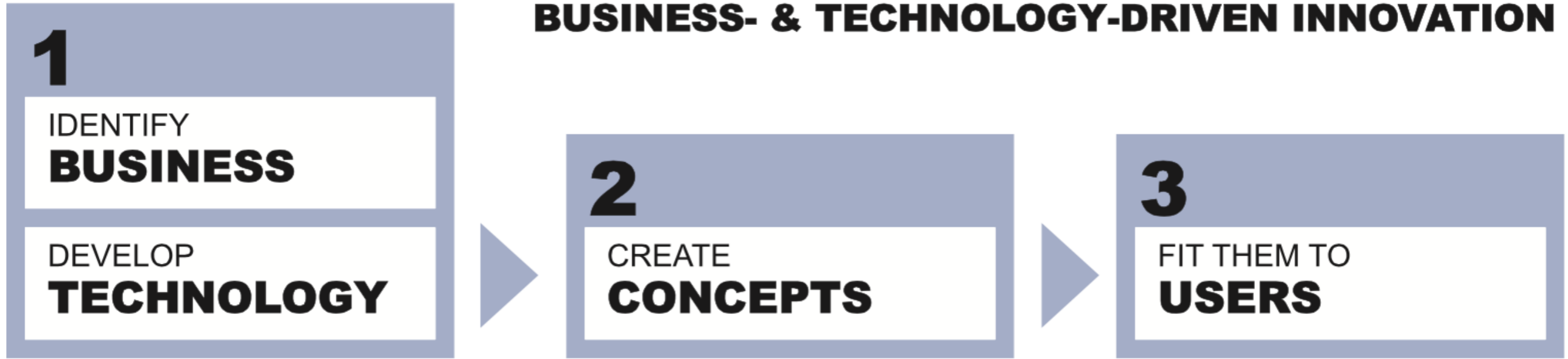


“It's a combination of different layers. One is the mindset, one is the method and one is the culture. It works best, when you are fully into all the levels.”

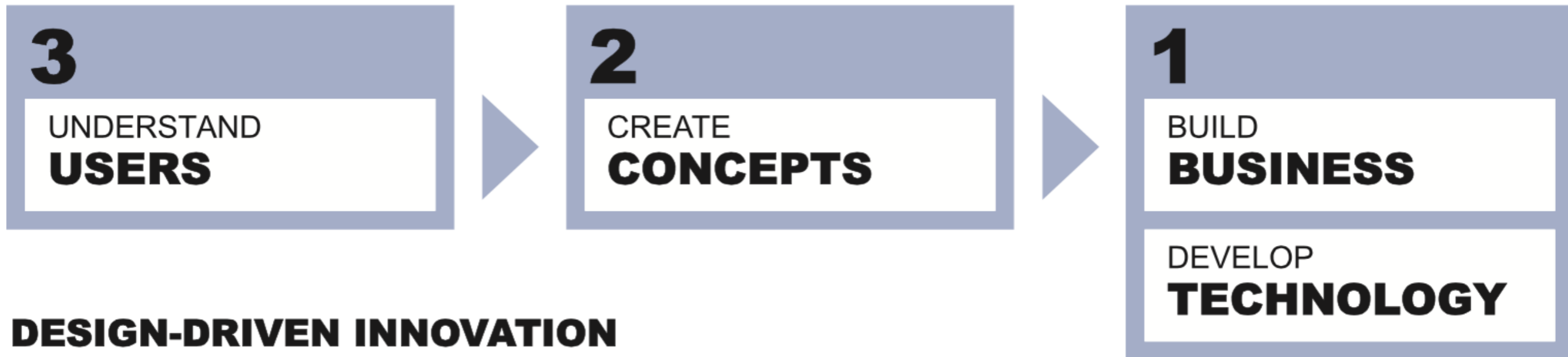
Survey respondent in Jan Schmiedgen, Rhinow, Köppen & Meinel (2015:36)



BUSINESS- & TECHNOLOGY-DRIVEN INNOVATION



CONNECT

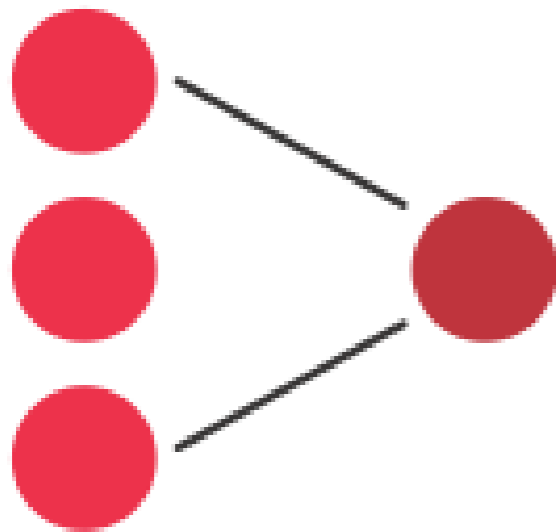


DESIGN-DRIVEN INNOVATION

analytical/business thinking

challenge

solution

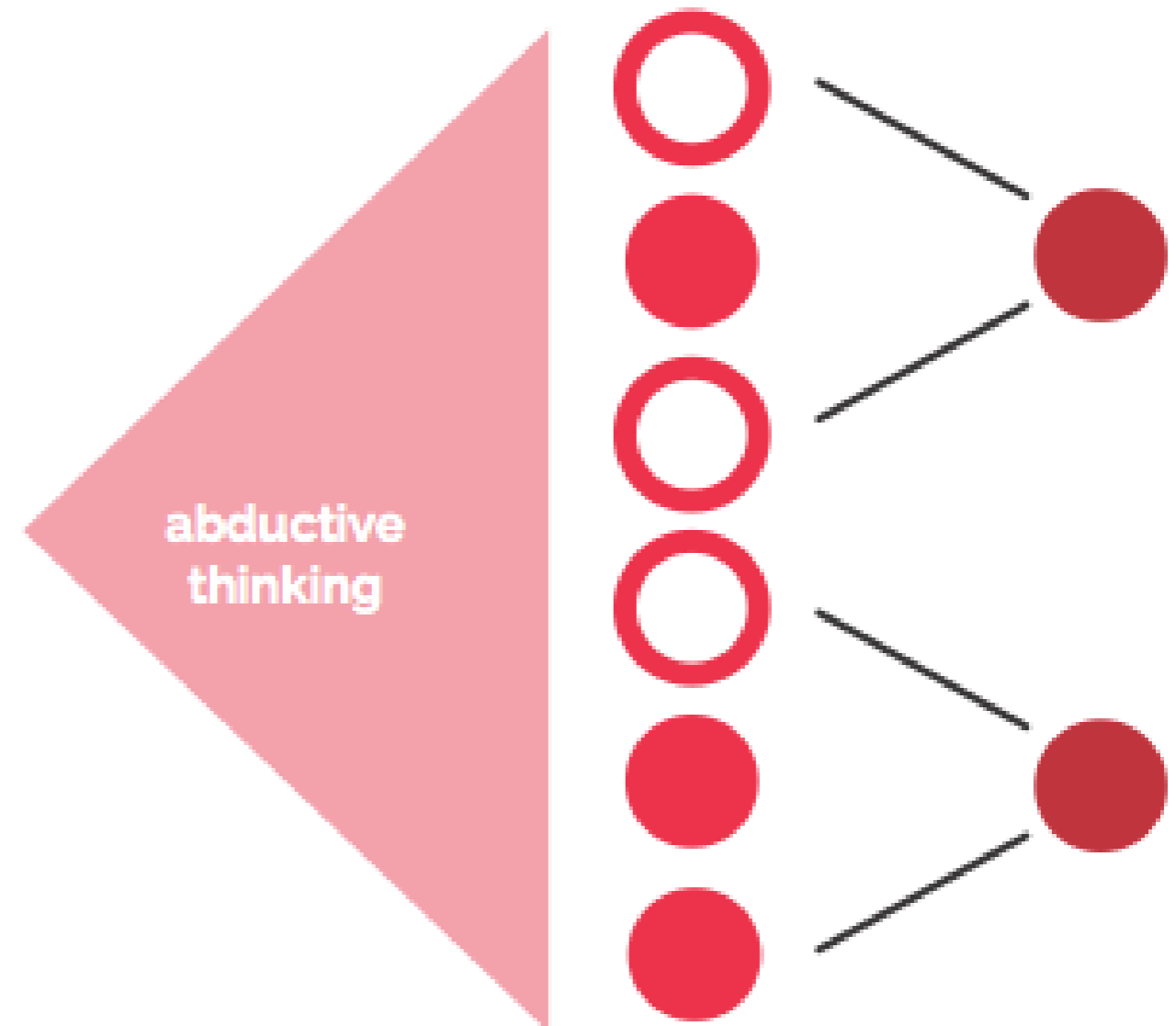


design thinking

understand

challenge

solution



What if...?

Prove it!

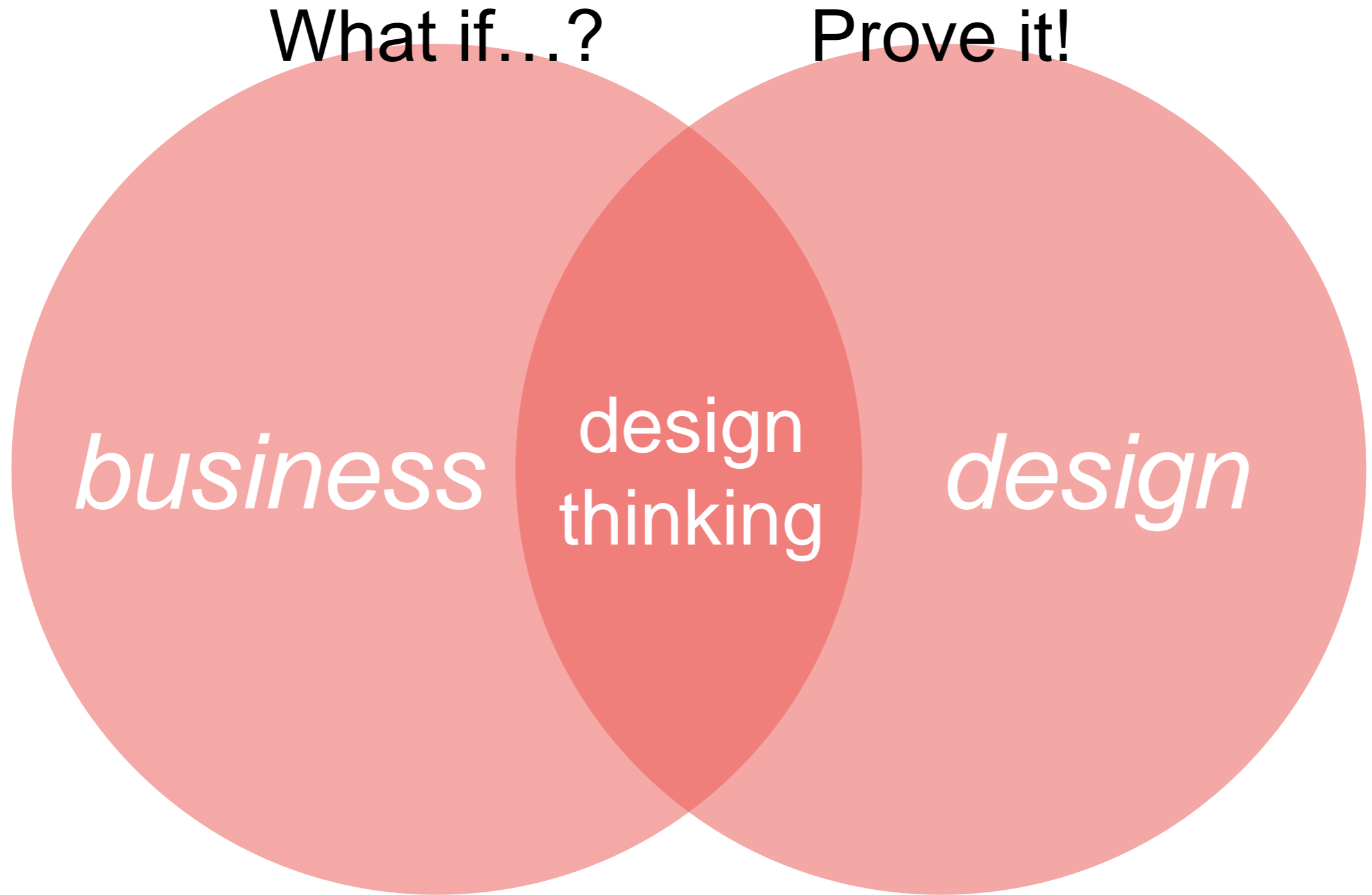
business

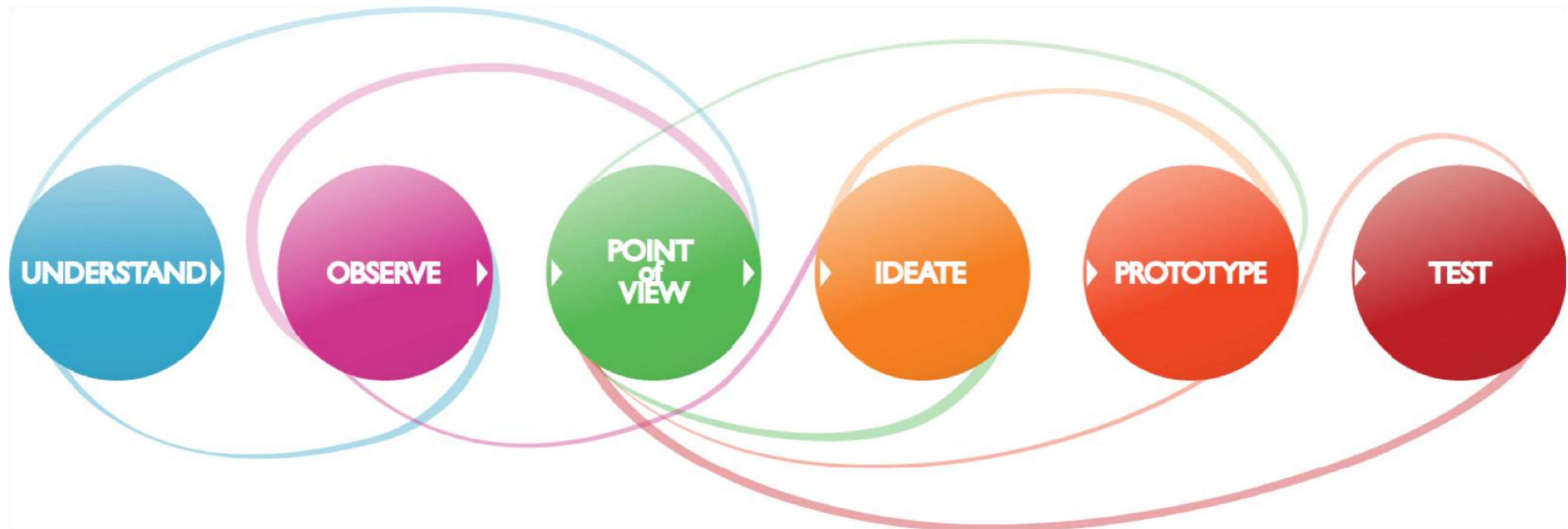
design
thinking

design

creative

analytical

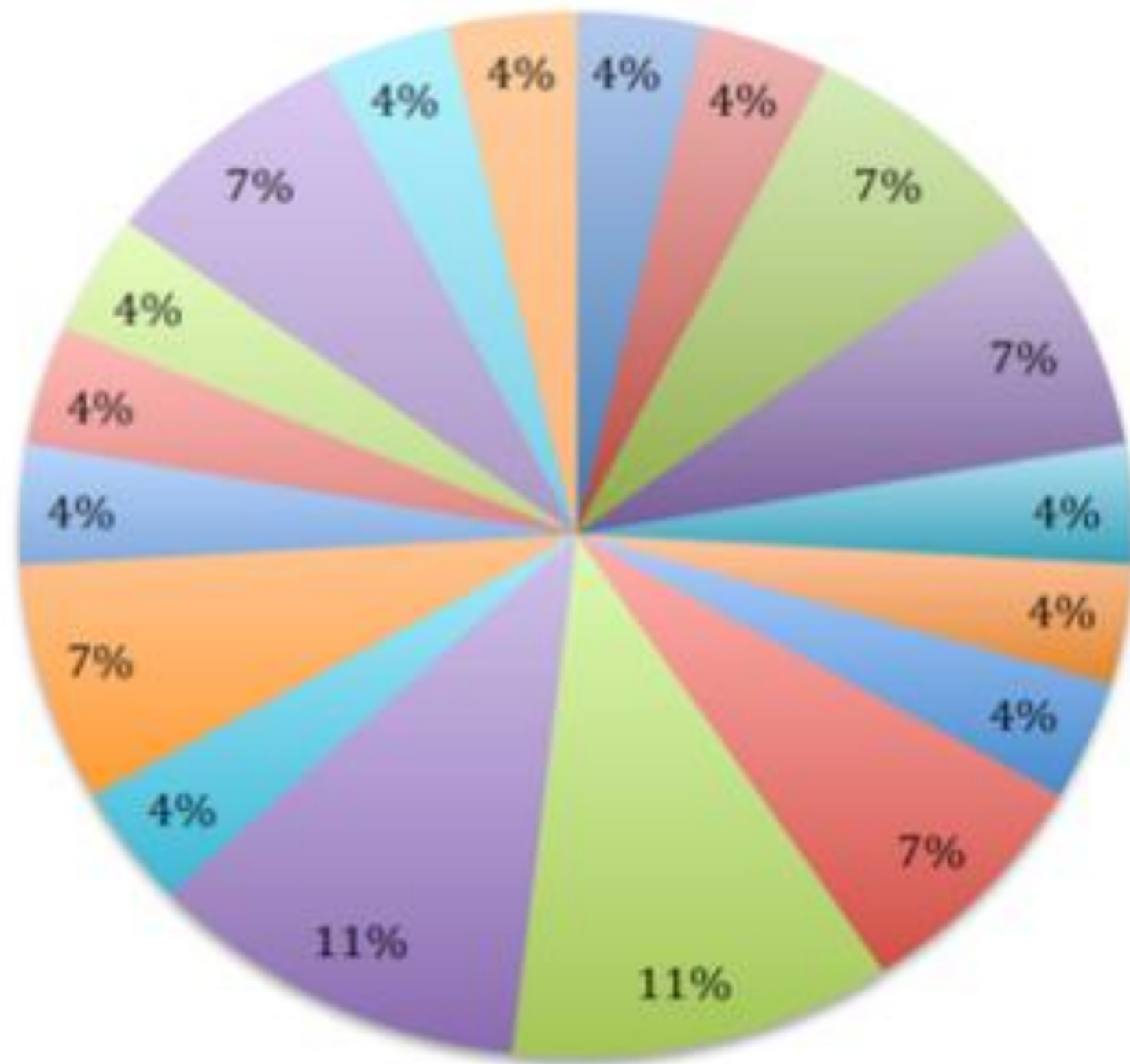






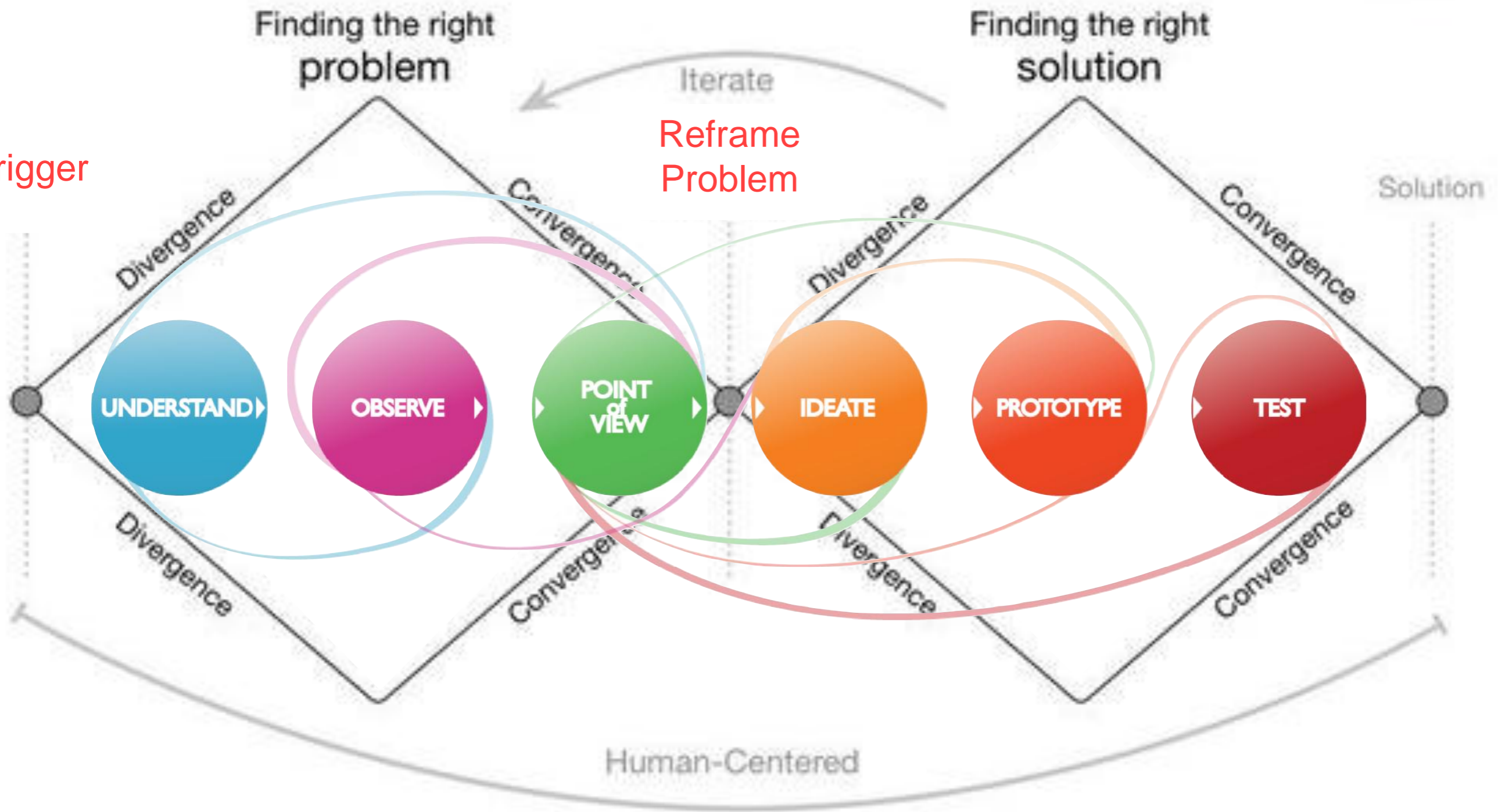
Multidisciplinary team

Disciplines

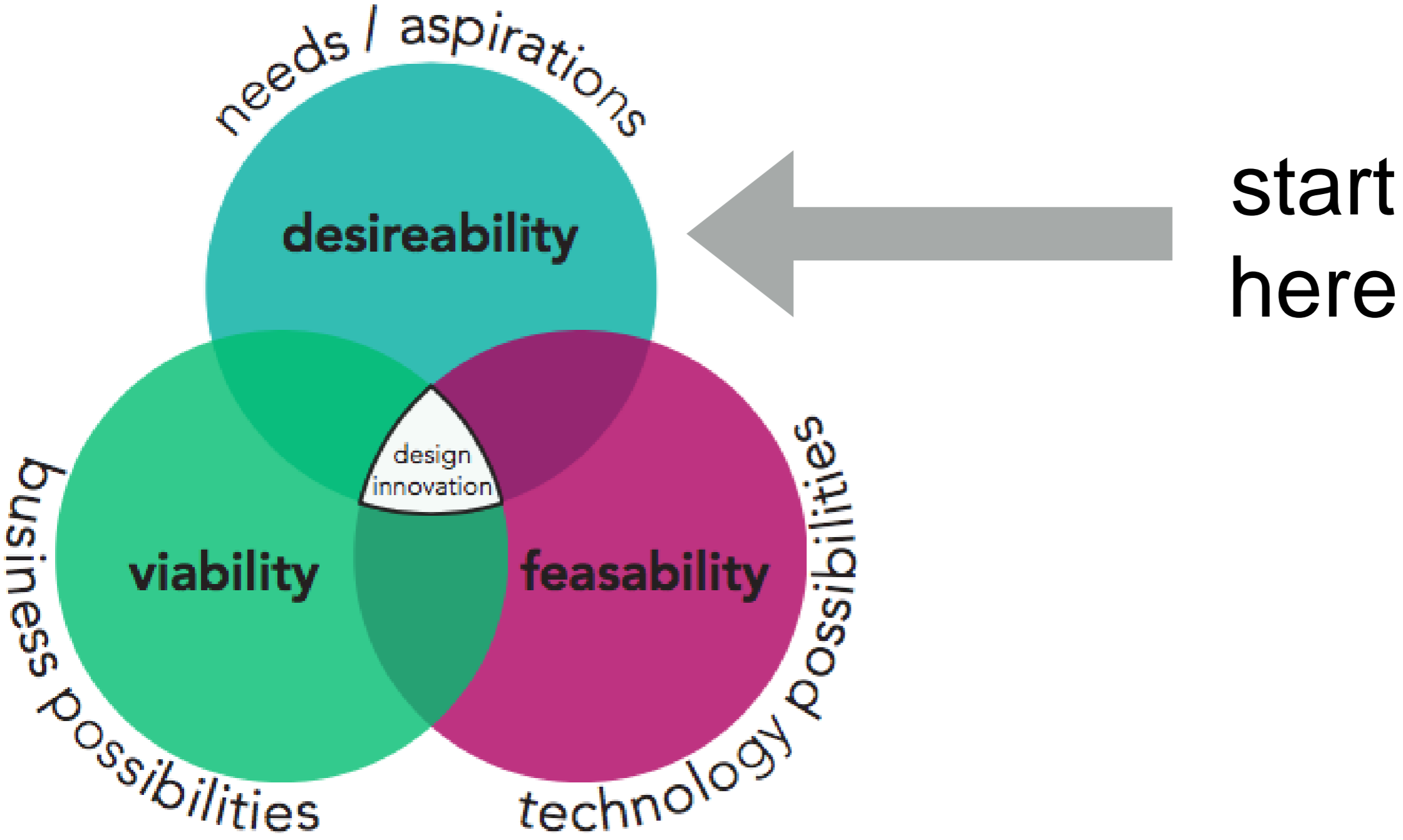


- Adult Education
- Applied Mathematics
- Chemical Engineering
- Civil Engineering
- Commerce
- Commercial Law
- Disability Studies
- Electrical Engineering
- Inclusive Innovation
- Information Systems
- IP LAW)
- Law
- Paediatrics

Trigger



Design Thinking **starts with people**



examples

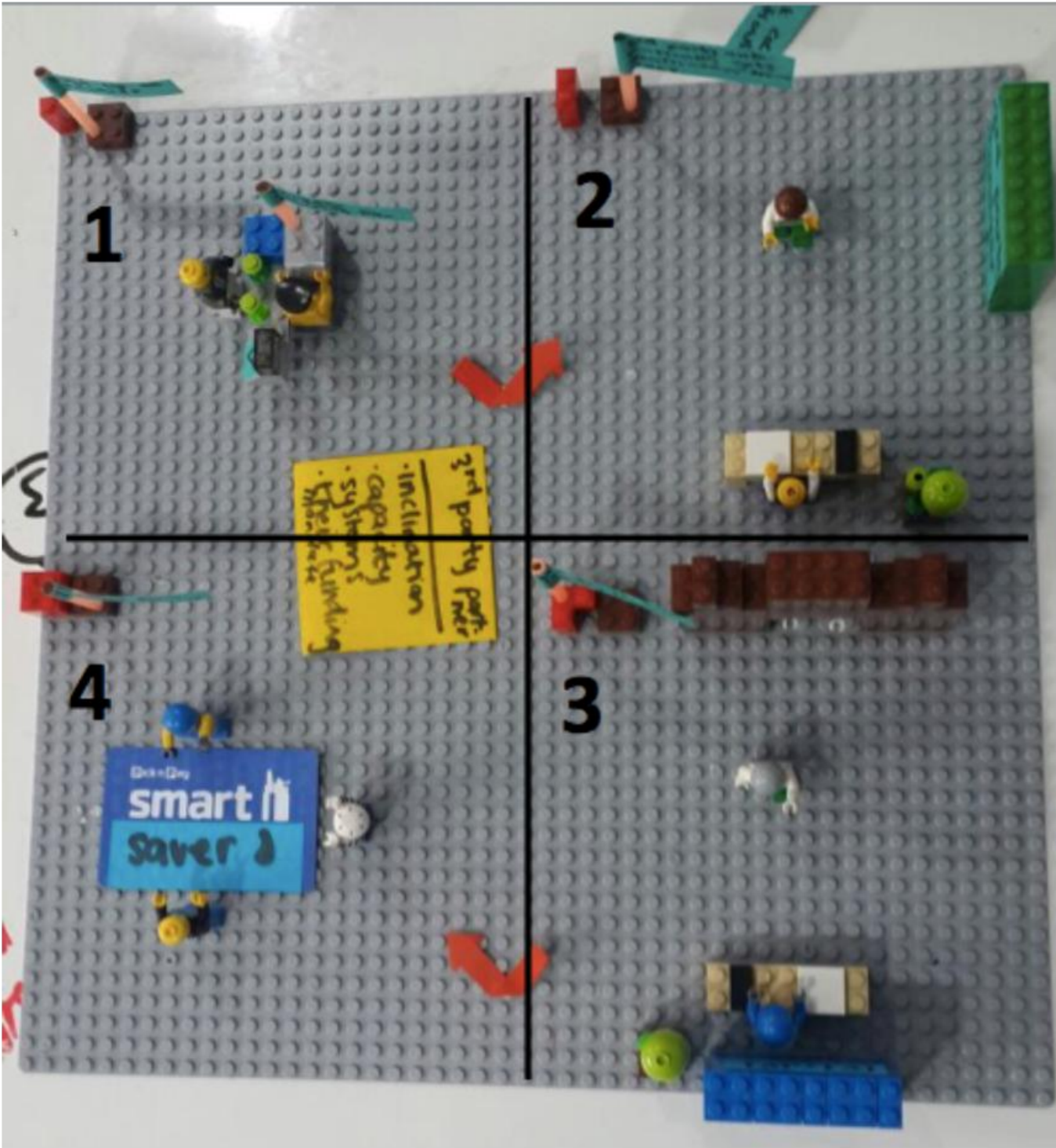
Inclusive Housing Development

How might we leverage disruptive industries for good?



Deep Blue Rewards Programme

How might we positively influence sustainable behavioural changes in domestic water use?



THANK YOU



www.dschoool.co.za

Changing Experiences through Empathy

How could one create a scanner experience that children would love?



The Adventure Series

