Design Thinking and Design Methods as a Teaching/Learning Approach in Entrepreneurship Education
Design Entrepreneurship

D2i: ReThink the Future

Life-long learning programmes in Co-creation Management

DesUni: Design University Education

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I don’t intend to give a full theoretical overview...

Design thinking ‘appetizer’ workshop.

Aim: To give you a taste for the design thinking process and design thinking teaching methods – just two hours!
Design Thinking is NOT an exclusive property of designers – Designers’ work processes can help different professions to solve complex problems in new innovative and creative ways.

**DESIGN THINKING** = Design practice and competences are used beyond the design context, for and with people without a scholarly background in design (...) Design thinking is a simplified version of **DESIGNERLY THINKING** (Johansson-Sköldberg et al., 2013: 123)

“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”
(Tim Brown, IDEO, 2016)
Really hard and complex problems - A specific type of reasoning

Deduction and Induction - Deal with things that is already in the world

What (thing) + how (working principle) ... leads to... Result (observed)

What + how leads to... ???
What + ??? leads to... Result

We create new alternative worlds/things

What (thing) + how (scenarios) ... leads to... aspired value

??? + how leads to... Value
??? + ??? leads to... Value
Design Thinking vs. Business Thinking

Gruber et al. (2015), Academy of Management Journal
Widely used design thinking process models
If business education should be more like design education...

- Solve wicked problems using abductive reasoning
- Learn more collaborative skills (listening to people instead of convincing people)
- Deeper understanding of user experiences
- Learn to visualize and to imagine something that does not exist
- Integrative thinking – look at the whole not just the pieces
- Prototyping and rapid testing
- Be curious and embrace constraints
- New tools

Dunne and Martin (2006)
My favorite course... Ideation and facilitation (Strategic Entrepreneurship)

Challenge: Design a Camp that qualifies 1st semester students to submit a fantastic business idea to Venture Cup

Define the challenges involved in designing a Venture Cup camp...

Explore the opportunity space: What are the needs, dreams, competences, etc. of 1st semester students? How has it been done previously – also in other contexts? Who is Venture cup? What do they expect and need?

Ideate about different solutions to designing the camp

Making prototypes

Test prototype – Camp Day (1st semester students participate)

Evaluation and theoretical reflections

Exam
Design Teaching Methods...

- Guiding principles
  - Use theory
  - Create representations
  - Interact with others

- Discover the present
  - 1. Gather information
  - 2. Understand problem

- Envision the future
  - 1. Energizers
  - 2. Explore futures

- Select preferred future
  - 1. Idea evaluation
  - 2. Idea selection

- Develop the future
  - 1. Idea testing
  - 2. Idea implementation
Story-telling Game
Personas B2B

Giv hende et navn

Alder?

Civil status og familieægte forhold?

Hvilken uddannelses baggrund?

Hvordan bor hun?

Hvilke hobbier og hobbyer interesserer?

Hvilken form for transportmiddel?

Hvilke tidsskrifter og aviser læser hun?

Hendes relation til dig?

Hvilen rolle spiller hun i købsprocessen og hvordan er købsprocessen?

Hendes købsbehov?

Hendes mål?

Hvilke krav til materialer?

Forhold og krav til teknologi?

Styrker og udfordringer i værelset?
Theater Lap SDU
REFLEKSIV OPMÆRKSOMHED

IDE


POSITIVT

UDFORDRING
Project Battle Game
Sometimes you make some useless tools...
How to increase students’ interest in starting a business while studying?
Find a partner. Interview 8 minutes (2 sessions – 4 minutes each). What can increase Anne’s interest in starting a business while studying? What can prevent it from happening?
In groups – define the most interesting problem
In groups – define the most interesting problem
In groups – develop solutions
In groups – sketch one solution... if time permits... capture some feedback
Summing up... What do you think of the design thinking appetizer? Does it add something new to entrepreneurship education?
15.45: Suna
16:15: Persona og interview.
16.30: Define the problem
16.40: Develop solutions
17.10: Sketch the most interesting solution
17.20: Feedback: How did you experience this apetizer? Can you use it for something?