

Innovation needs Waste!

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Innovative

**Right for
your customer**

Are you building the right product?

What comes before Agility?

How to get
the right
ideas?



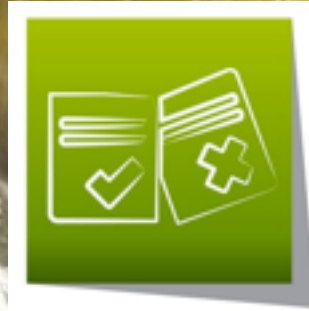
How to choose
the best feature set?

“Waterfally” Business

The
Concept



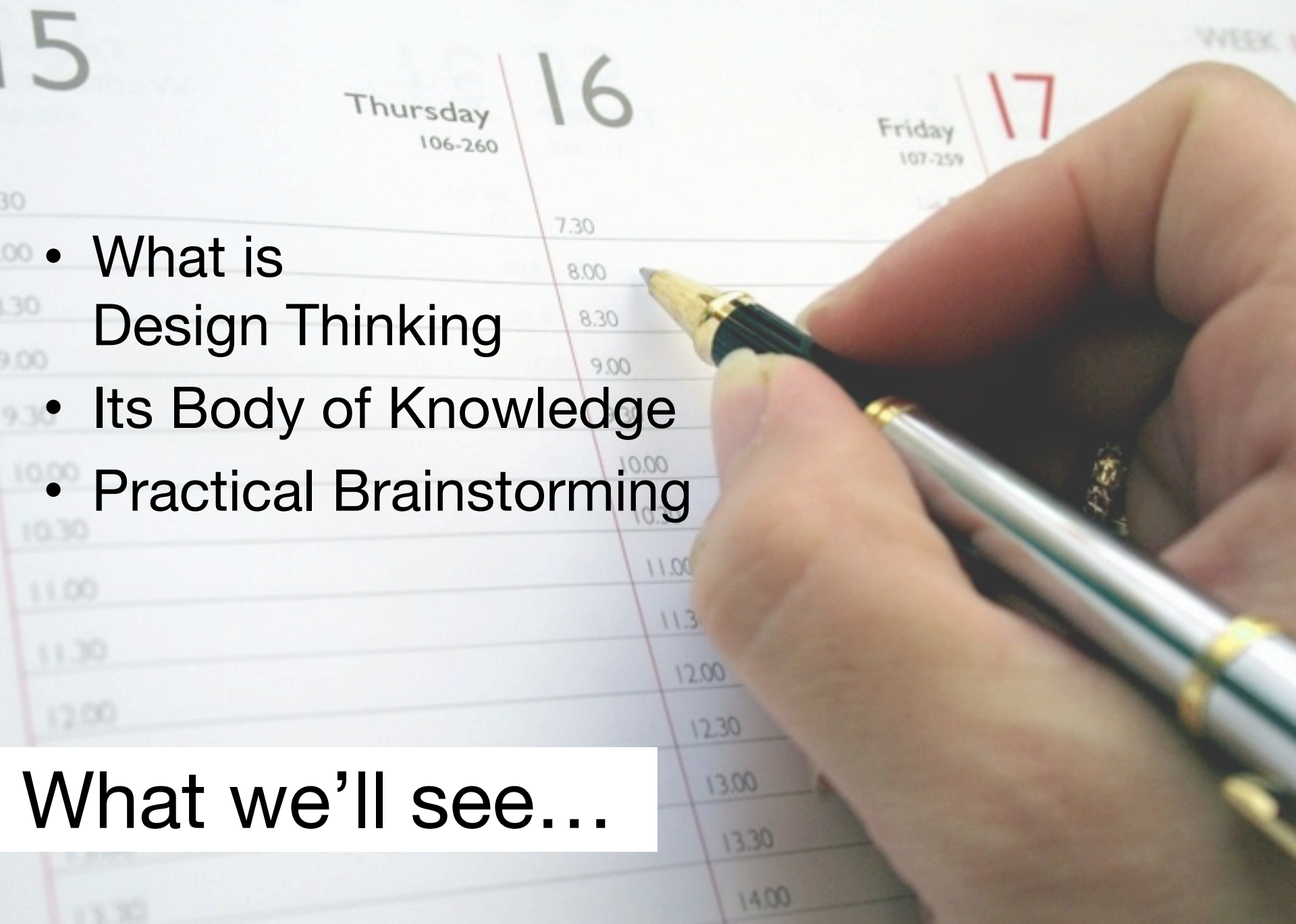
Requirements



Implementation



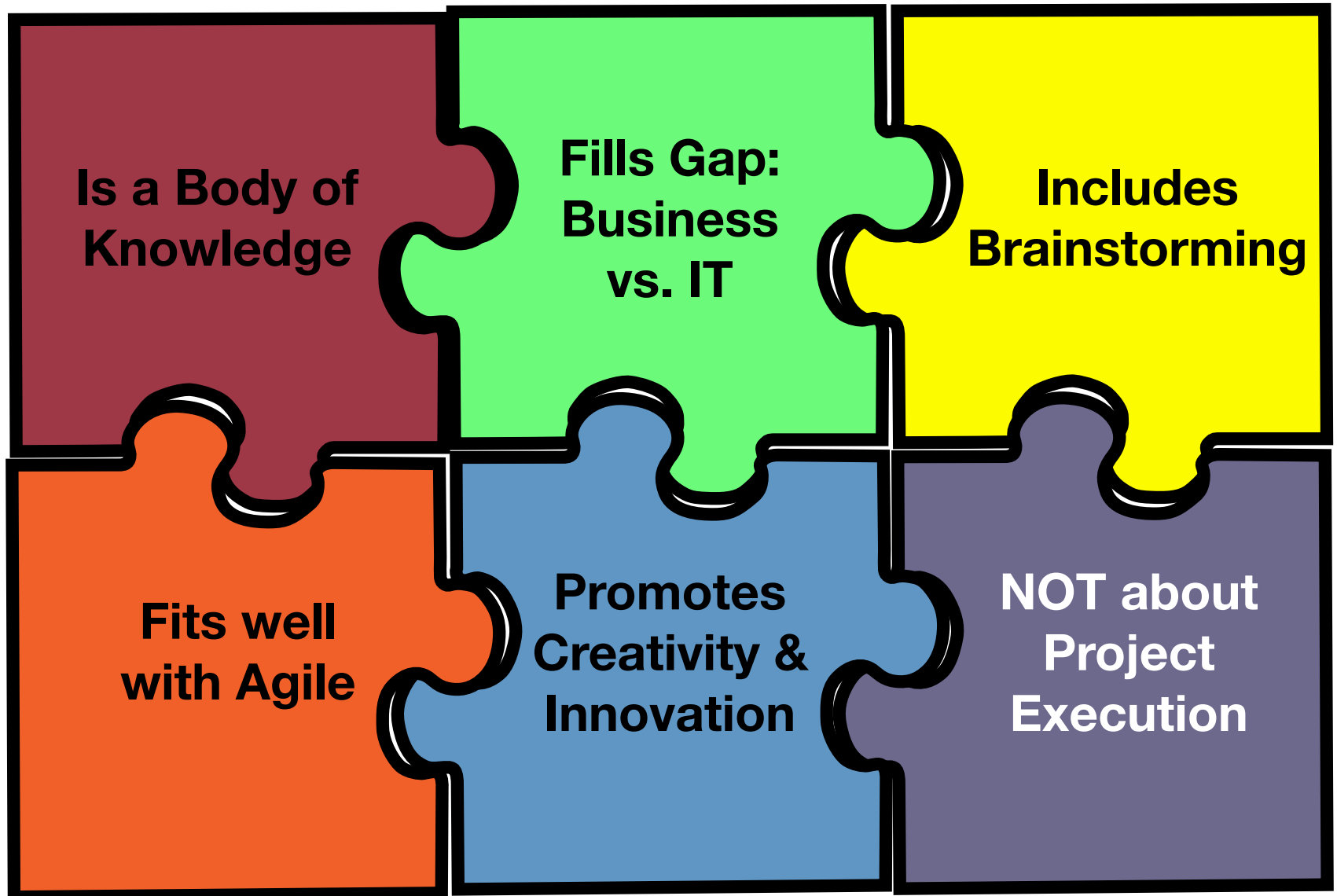
We're agile! =>



- What is Design Thinking
- Its Body of Knowledge
- Practical Brainstorming

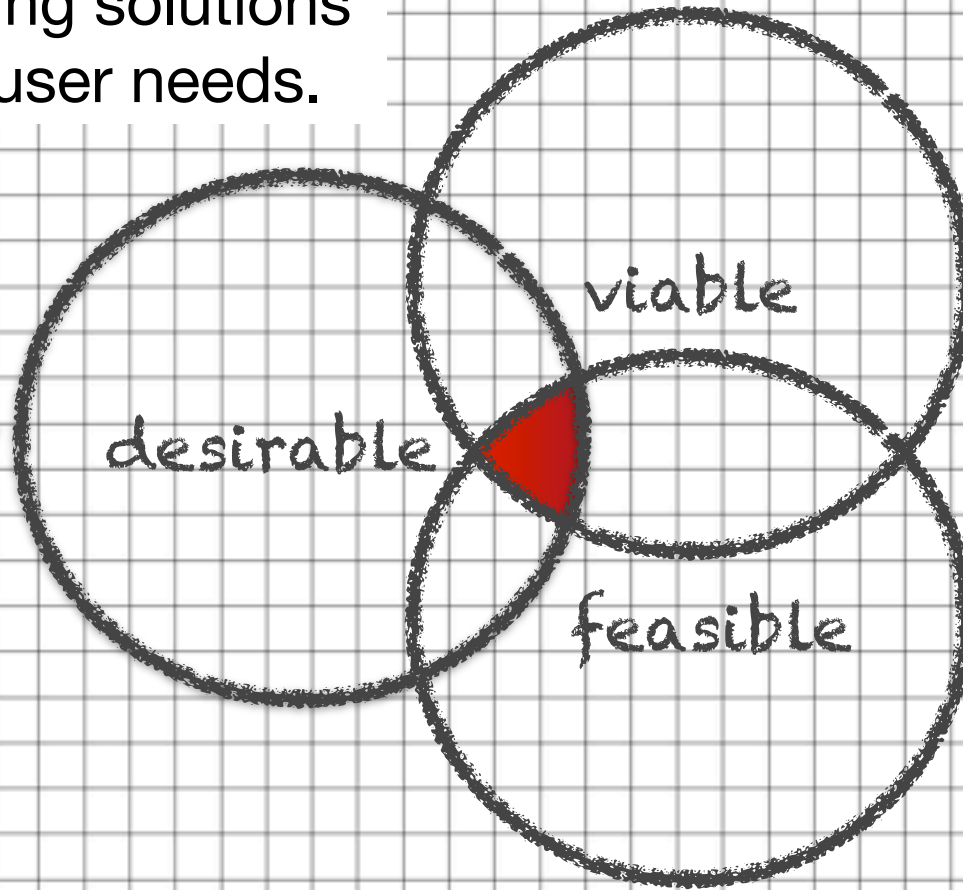
What we'll see...

Design Thinking



Who influences a solution?

In design thinking solutions are driven by user needs.



The solution space

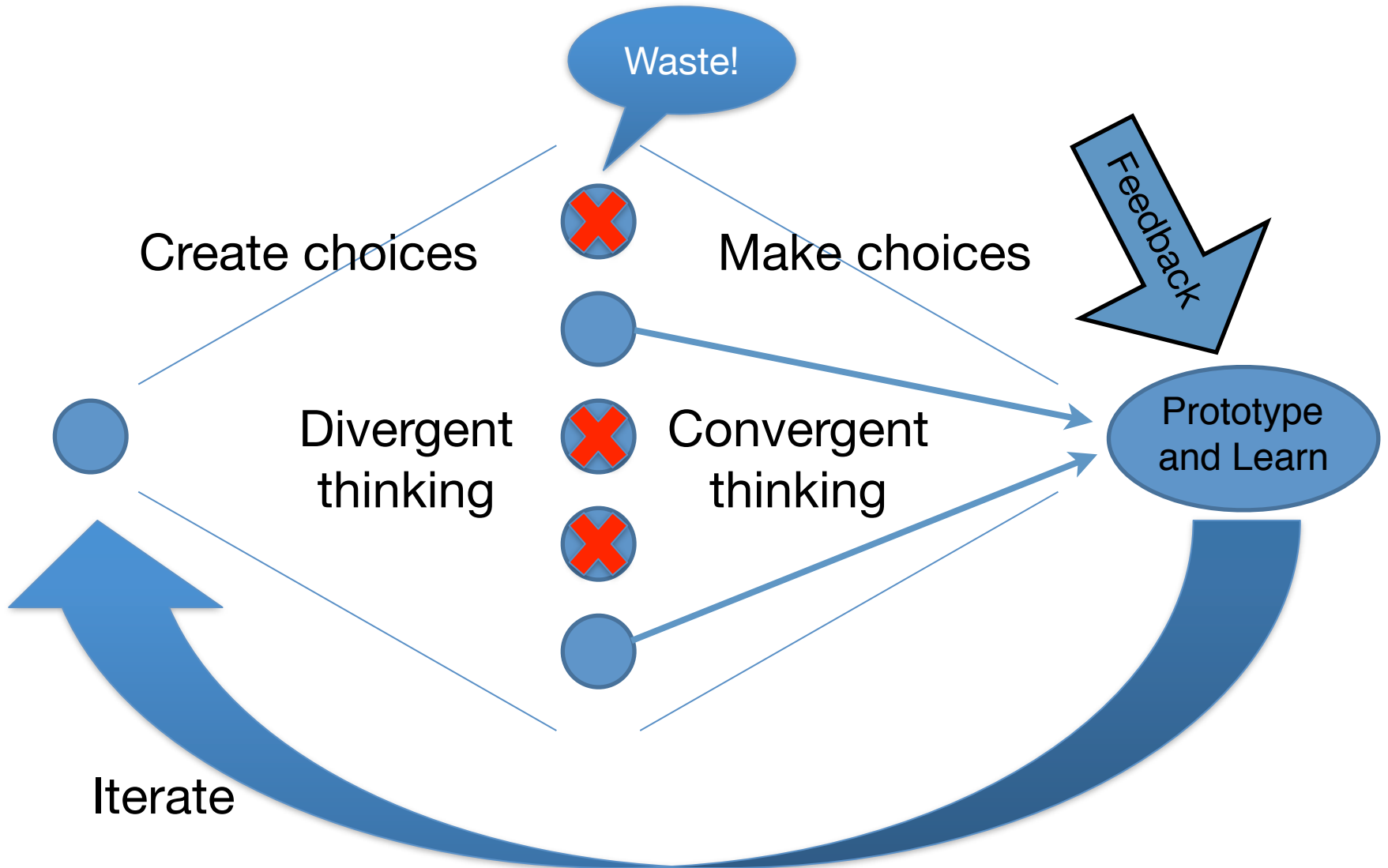


Business Stakeholder



Engineer

Learn to Create and Select



A hand is shown dropping a piece of crumpled white paper into a black mesh trash can. The trash can is filled with crumpled paper, and several more pieces are scattered on the surface in front of it. The background is white with a blue header bar on the right side.

Innovation Needs Waste

Remove waste =
remove the opportunity
for Innovation

Learning and gaining
information should not
be seen as waste

Design Thinking Culture



Interdisciplinary Team



Iterative & Timeboxed

Encourage Experiments





Collective Ownership of Ideas

Reframe Failures






Be Empathic



Be Inspired

Involve real users



- 
- Generate variations
 - All ideas are equal
 - Feedback & Select
 - Probe, Sense, Respond

Ideate

A row of light bulbs is shown on a dark, reflective surface. The central bulb is illuminated and glowing brightly, while the others are dim. The bulbs recede into the distance, creating a sense of depth.

Innovation
Games

Divergent
Thinking

Mindmaps

Brainstorming

...

6-3-5

	Bob	Alice	Mary	John	Andrew	Lisa
Idea 1
Idea 2
Idea 3

6 People

3 Ideas each

5 Minutes each

Morphological Boxes

Our company party...

Location	To Eat	Music	Games	...
Restaurant "The Lake"	Vegetarian	Alice's Band
John's house	Thai	Pre-recorded music
Golf Club	...	Alf's Jazz Quintet
...
...

Disney Strategy



1. Dreamer



2. Implementer



3. Criticiser

A close-up photograph of a green, starburst-shaped plant, likely a type of grass or sedge, with many thin, radiating leaves. The leaves are a vibrant green color and are arranged in a dense, circular pattern, creating a starburst effect. The background is a soft, out-of-focus green.

**Convergent
Thinking**

Prototyping



Select Criteria

Feasibility

Time to Market

Cost

Viability

Desirability



Convergence Tools

Three human arms are shown from the left and right sides, each with the thumb pointing up in a 'thumbs up' gesture. The hands are positioned in a triangular arrangement, with one at the top left, one at the top right, and one at the bottom center.

Strengthen
Good Ideas

Reframing

Inclusive Principles

Design Thinking

How will you use it?





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