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DESIGN THINKING — METHODOLOGY AND CULTURE —



How to implement a Design Thinking culture in an existing organization with 12.000 people?



Where to find the approach to the new?



CULTURE OF EXPERIENCE & FAIL

NOT A FIX METHOD

NOT A FIX TOOLSET

NOT A FIX PROCESS



**trial &
error**
KULTURLABOR

A red banner with black text and a silhouette of a person holding a tool. The text reads "trial & error" in a large, bold, sans-serif font, with "KULTURLABOR" in a smaller, bold, sans-serif font below it. The banner is slightly wrinkled and has a white vertical line running down the center.

CULTURE OF EXPERIENCE & FAIL

DO THINK



IDENTIFY THE DESIGN CHALLENGE

HOW MIGHT WE ...?

TASK PLAYGROUND

Your Design Challenge leads the research.
Frame for who this solution should be and where
(context) happens the problem.

WHEN, HOW, WHO, WHAT

EXAMPLE:

»How might we made a person feel better when she comes home after work at seven at night?«

OBSERVE

The biggest mistake we do, is to interchange assumptions with facts

it starts with empathy: Look through their eyes. it's about looking at people and seeing things from their viewpoint, not yours. what they see! What they feel. how social groups and networks experience the day. how groups, how cultures behave.



STEP II

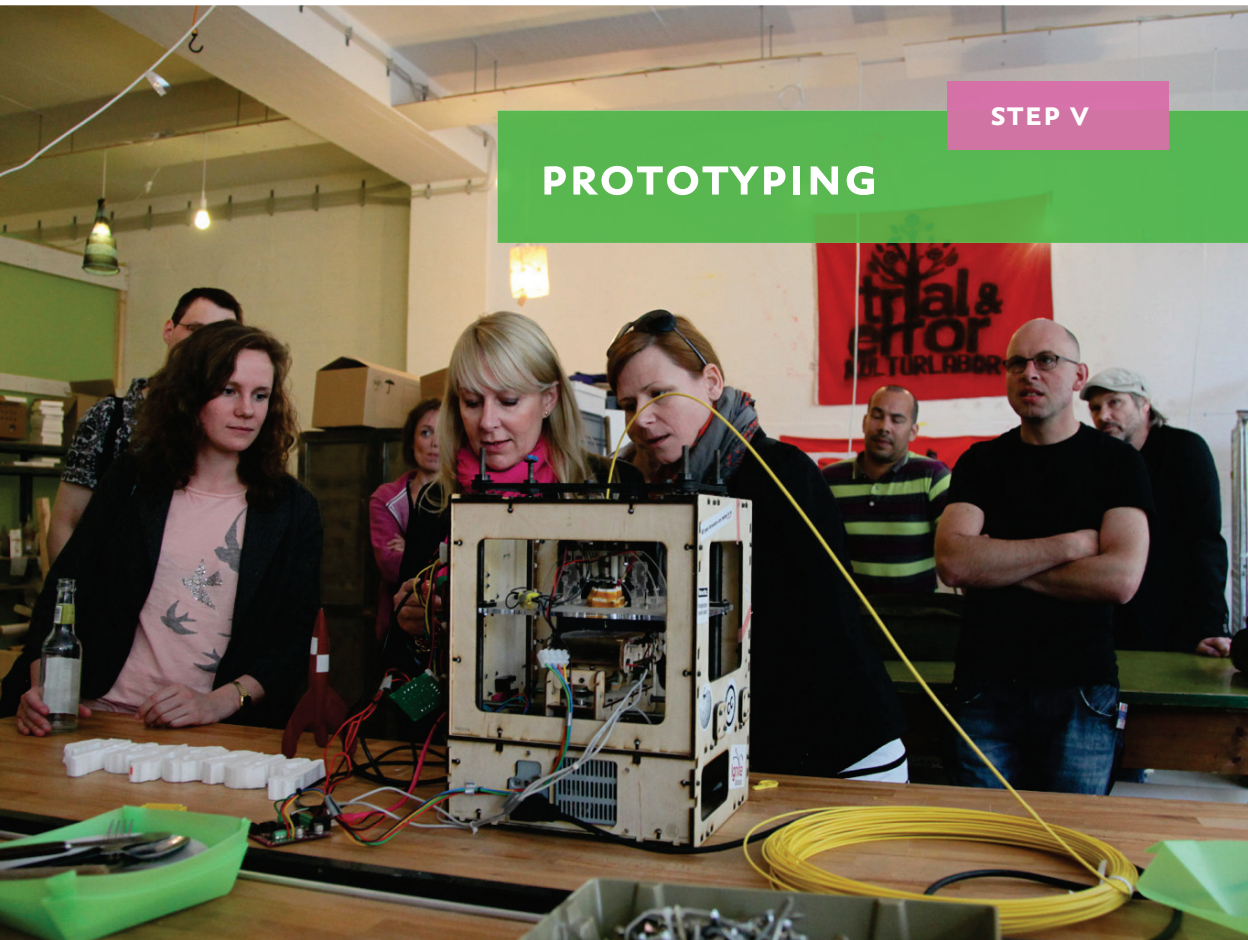
ETHNOGRAPHIC METHODS

**» IF YOU WANT TO KNOW HOW A TIGER HUNTS, GO
TO THE JUNGLE, NOT THE ZOO! «**



STEP V

PROTOTYPING



STEP VI

TEST

