



# Design Thinking

for social innovation

*by Jawwad Zaidi*

Stanford Social Innovation Review **2010**

# The Authors



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Industrial Designer , CEO and  
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# Keywords

social innovation● design thinking● functionality●  
ideation● implementation● inspiration● community  
prototyping● improvisation● local solutions●  
emotional● intuition● empathy● multi-  
disciplinary●

# The Design Thinking Approach

A **user-centered** approach

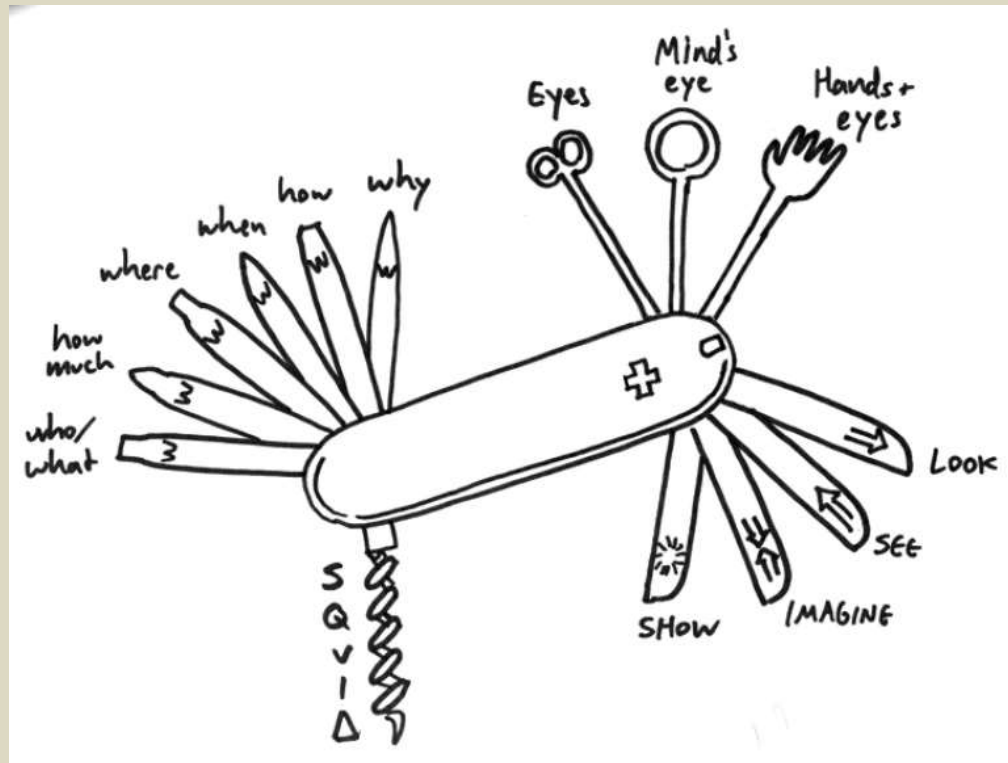


**SOLUTIONS** are grounded in user-needs

# The Design Thinking Approach

Incorporation of

**Consumer Insight**, experience



IMPROVISATION

**Prototyping:** iterative process



# The Design Thinking Approach

Initially adopted by  
**Businesses**



Increasingly adopted by **Non-Profit Organizations**

# The Design Thinking Approach

## ‘Positive Deviance’

coined by Jerry Sternin, Tufts University

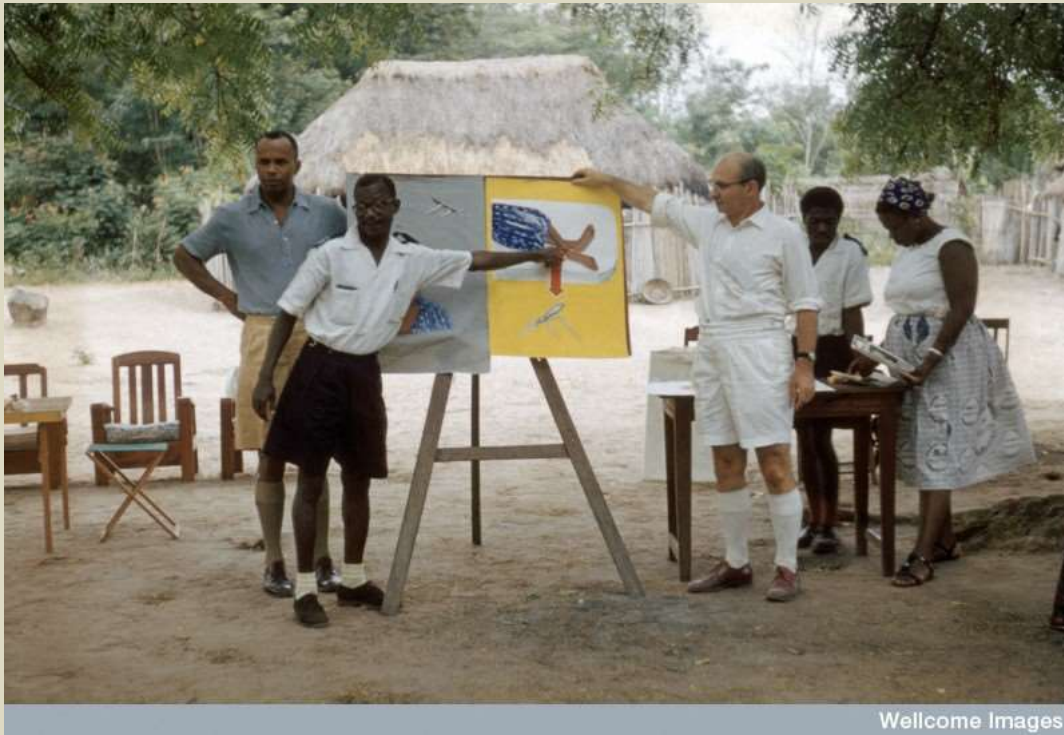
factors that remain positive in a given situation



**DISCOVER** SOLUTIONS among locals

# The Design Thinking Approach

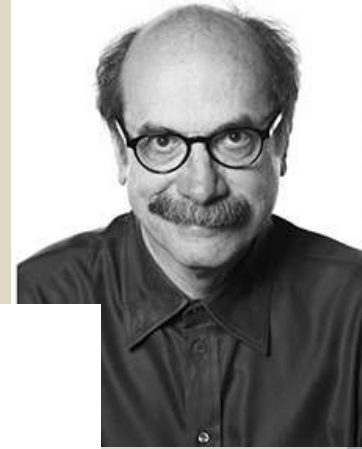
**SOLUTIONS** usually only work in local context





# The Design Thinking Approach

Origin of IDEO: 1991  
David Kelly Design  
+ID2



**2001** break from traditional realm of design

# The Design Thinking Approach

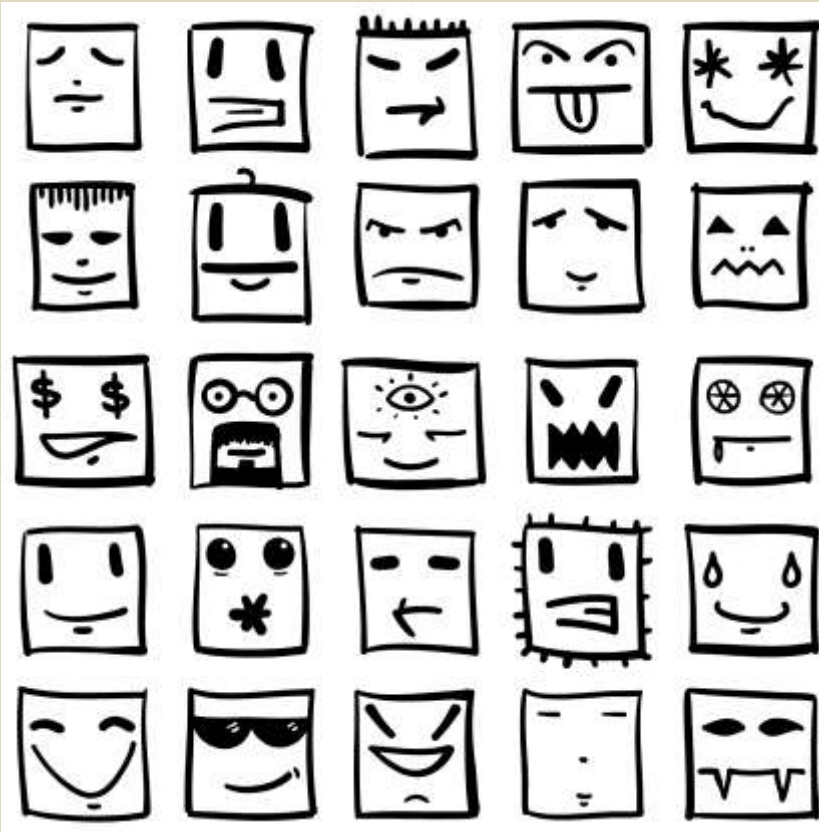
Shifting of focus from Look and Functionality

to a broader approach, encompassing **systems**



# The Design Thinking Approach

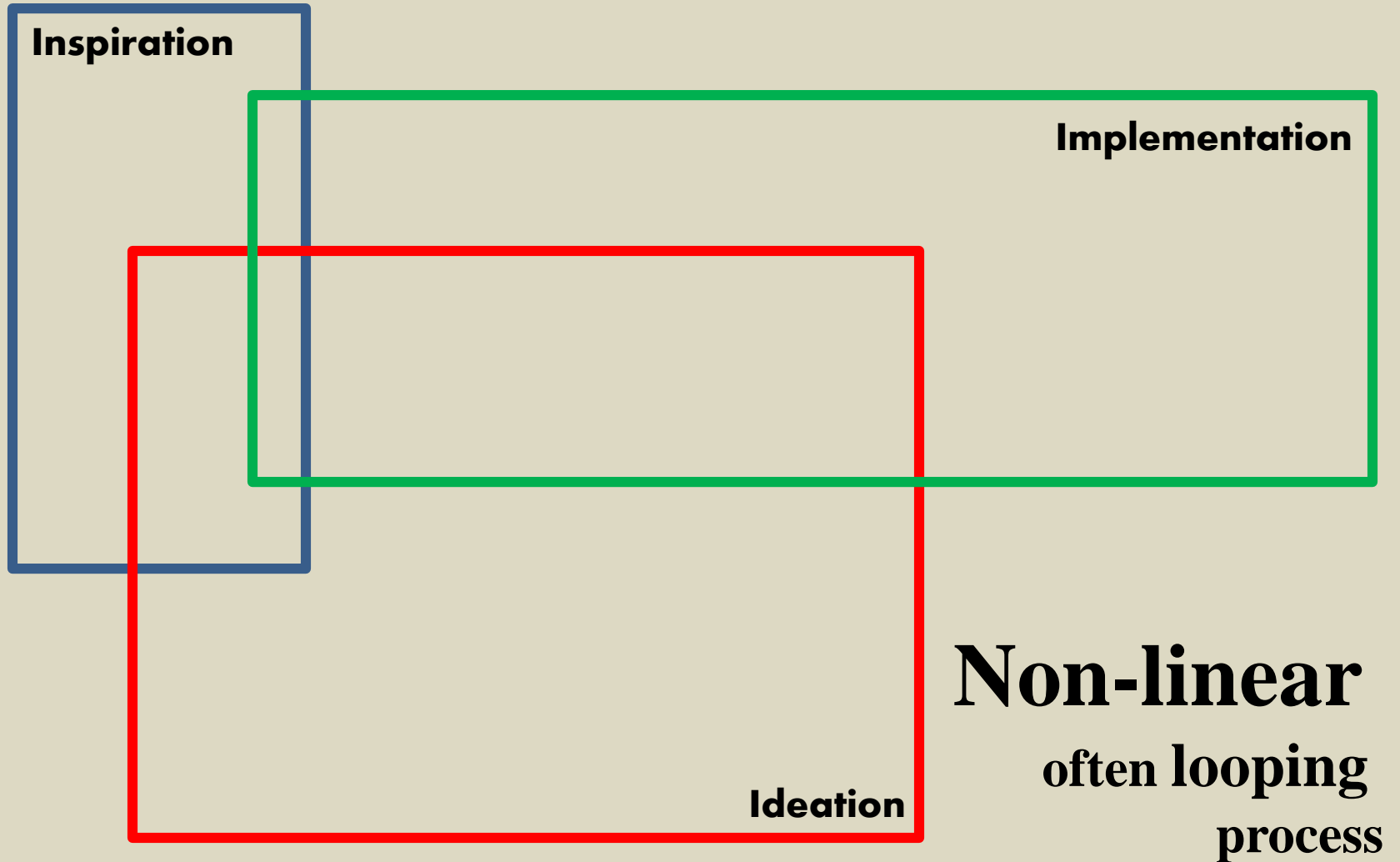
**HUMAN**, intuitive process



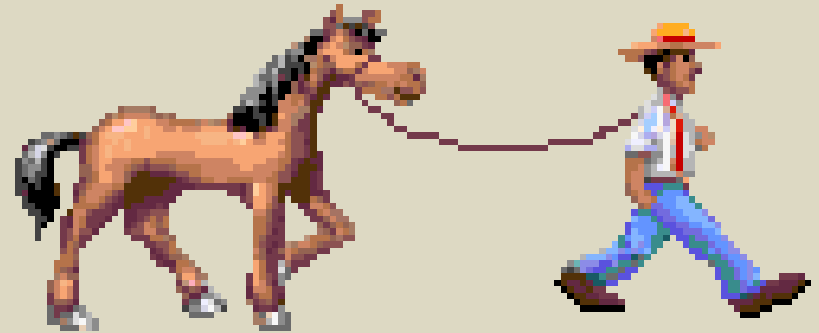
**Emotional Meaning**

given preference over Rational Overanalysis

# The Design Thinking Approach



# The Design Thinking Approach



**Henry Ford:**

“ If I’d asked my customers **what they wanted**, they’d have said: ‘**a faster horse**’.”



# The Design Thinking Approach

well-constructed **BRIEF**  
neither too **abstract** nor too **specific**

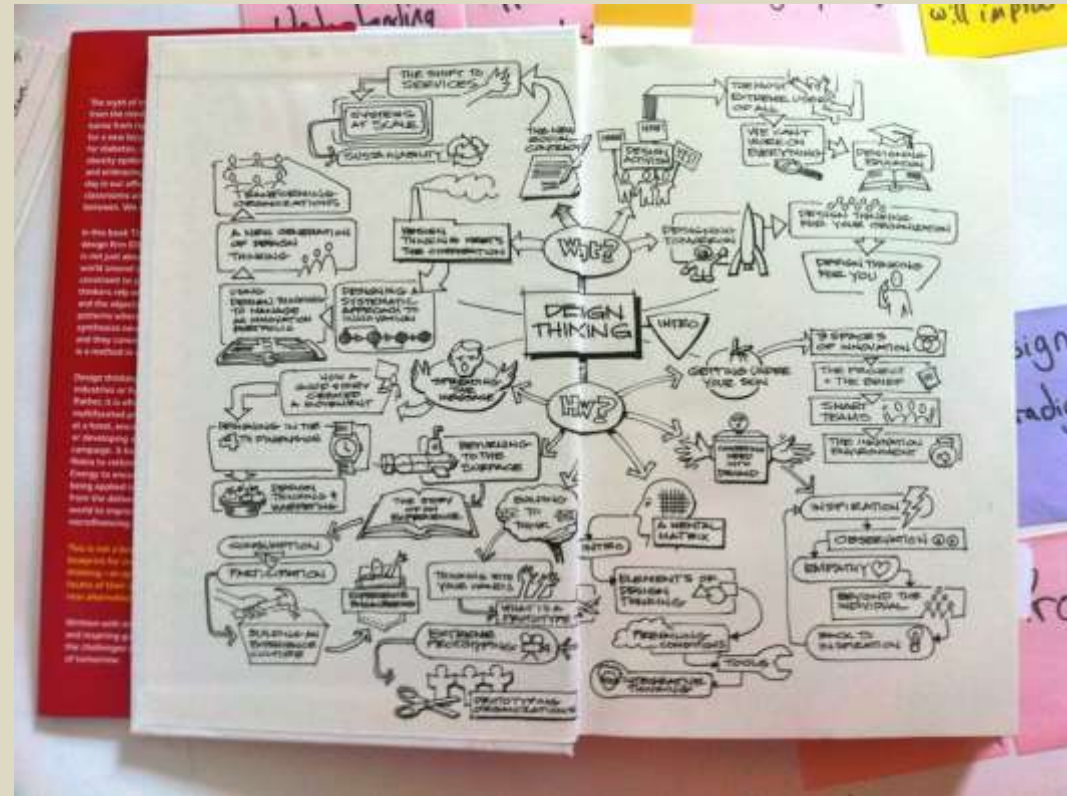


**EMPATHY** with stakeholder  
Kara Pecknold, **RWANDA** – IDEO Toolkit

# The Design Thinking Approach

## IDEATION

synthesis of  
field observations and  
market research  
= INSIGHTS



“To have a good idea, you must first have **lots of ideas**”  
-Linus Pauling

# The Design Thinking Approach

## IDEATION

Brainstorming  
defer judgement



Crowd-sourcing of ideas

## InnoCentive

# The Design Thinking Approach

## IMPLEMENTATION

## PROTOTYPING

may **not** be close to **final product**

**Graphics**

or

**Blood Donation**



# The Design Thinking Approach

## IMPLEMENTATION



### **Storytelling**

Communication strategy  
for solution

### **Impediments:**

acceptance of idea of failure



# #####!Questions!#####

Is a ‘**formula**’ approach as dictated in the ‘**IDEO toolkit**’ a truly viable solution for the developing world, or is it a cavalier attempt to repackage **externalized** solutions?

Does **design thinking** **appropriate** existing local knowledge only to provide an imposed solution that may not be readily accepted by the local population?

## The **Design Thinking** Approach

**ID 503 - RESEARCH METHODS IN INDUSTRIAL DESIGN** FALL SEMESTER 2013-2014

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