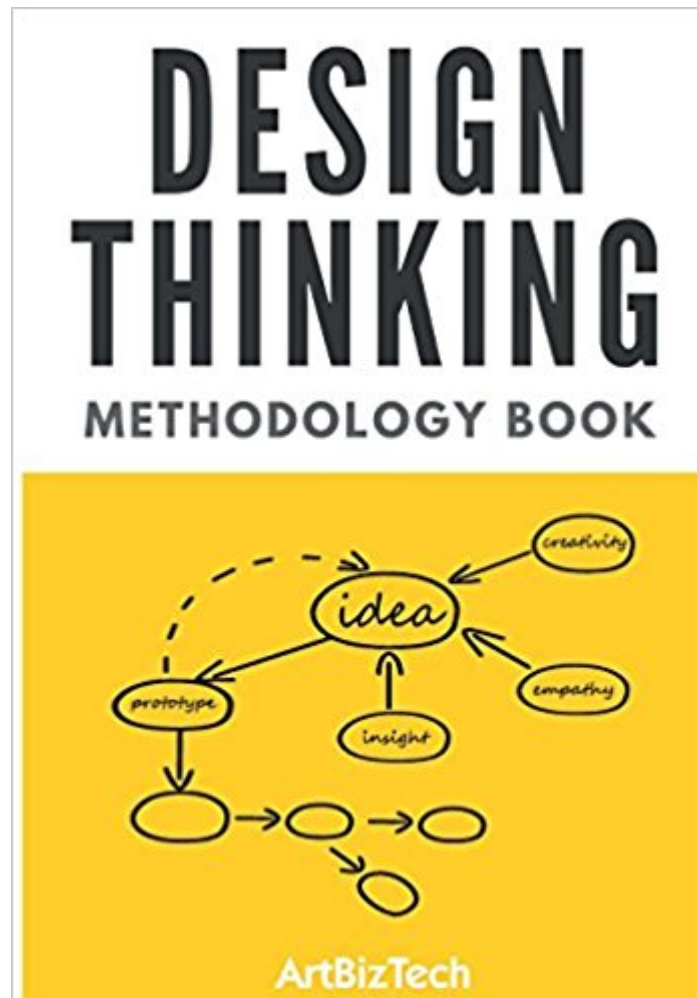




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Design Thinking Methodology Book



Synopsis

This book explains design thinking methodology that is applied by high-performing enterprises, start-ups and organizations in developing innovative products; technologies; services; business models; marketing ideas; processes; spaces; and solutions for diverse business, social, and everyday challenges. It includes easily applicable design thinking techniques, such as HMW questions, personas, mind mapping, empathy mapping, affinity diagram, value-proposition canvas, storyboard, cause-and-effect diagram, brainstorming, brain dumps, reverse brainstorming, benchmarking, journey map, and prototyping. A real-life case study is used to introduce design thinking methodology and techniques in a more practical way to a broad range of practitioners, including project managers and IT specialists, innovation teams, marketing professionals and brand managers, product managers, designers, consultants, strategic planning experts, C-level executives, and architects. The book explains how artful thinking perspectives can be applied to enhance design thinking skills, such as creativity, thinking out of the box, empathy, visual thinking, observation, asking the right questions, and pattern recognition. It also describes how to apply design thinking and lean and agile methodologies together.

Book Information

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Customer Reviews

I have read several books on design thinking and attended many courses. This books is refreshing in its simplicity and elegance.

The design thinking made a clear process. I read 4 books about the subject before and none had

been able to lower the concept to a sufficiently clear process.

Really inspiring book! It really brings a new perspective to Design Thinking... I also like the Artful Thinking mindset which is very cleverly connected to the methodology...

This book was horrible. It was like a high school essay that was padded out with a bunch of quotes because the author was supposed to write something 10x longer than the material he had. Don't buy this book.

Read this book to help learn how to add design thinking to a computer science curriculum I am writing. The book gave me some new ideas for strategies to use in the various stages of mapping out our ideas. I skipped a lot of the art examples but walked away with some new ideas to use in my teaching.

A book full of sayings. I was expecting something more useful but the book has a very simplistic approach. I hope that there is more behind design thinking.

It is more concerned with quotes of famous painter than with design thinking. If you want to get into design thinking - this is a book you can do without.

This was a nice easy read geared towards someone just learning about Design Thinking. If you are new to DT then this would be a good book to get a quick overview.

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