



pulsed®

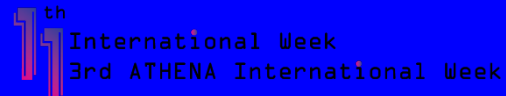
Workshop:

How to kick off a creative innovation process?

A high-paced practical format
based on Design Thinking Principles

By Eveline Vervoort

On 29th of May 2024





Today.

- Give you a taste of Design Thinking
- Practical tools to get started
- Try it out yourself with a group
- I go fast..



How to kick off a creative innovation process?



How to kick off a creative innovation process?



How to kick off a creative innovation process?



Complex
new "issue"



People
oriented



Changing
world

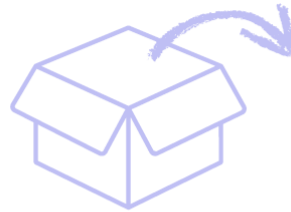
How to kick off a creative innovation process?



Iterate,
iterate,
iterate



Human
oriented



Out of
the box



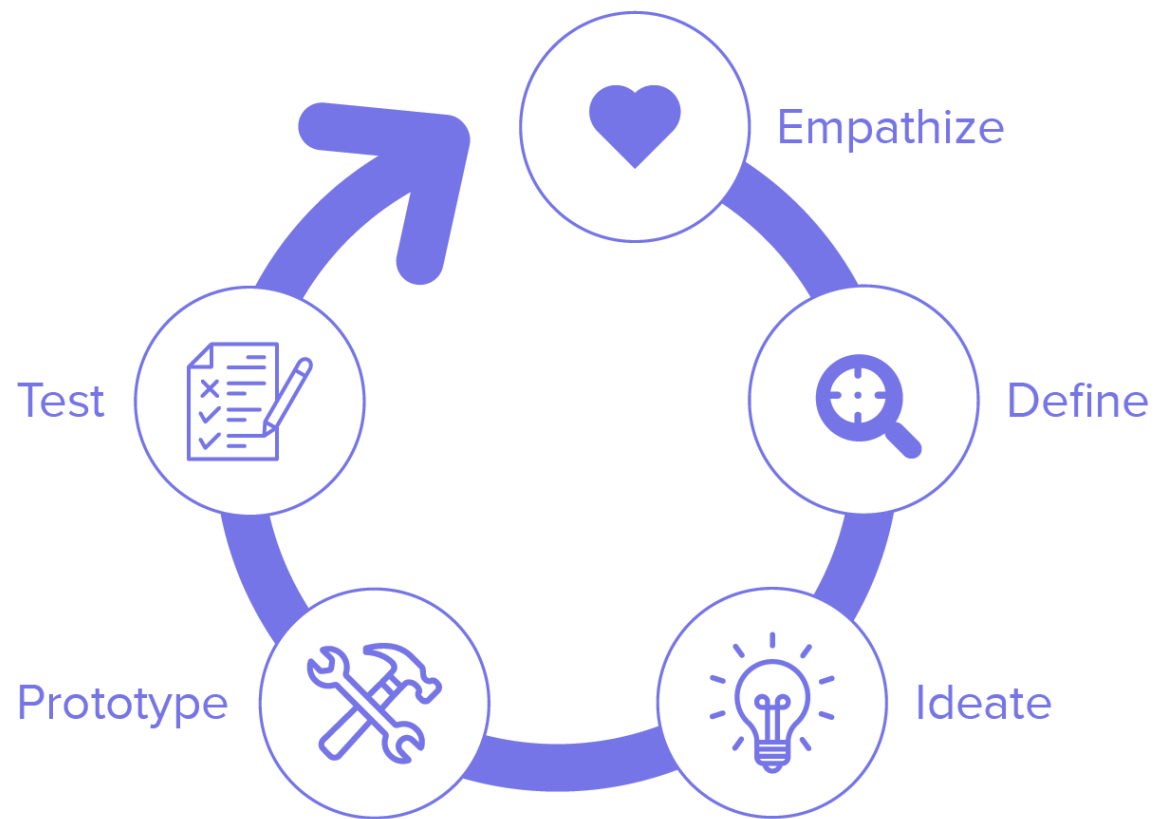
Co-create
(communicate
visually/tangible)

How to kick off a creative innovation process?



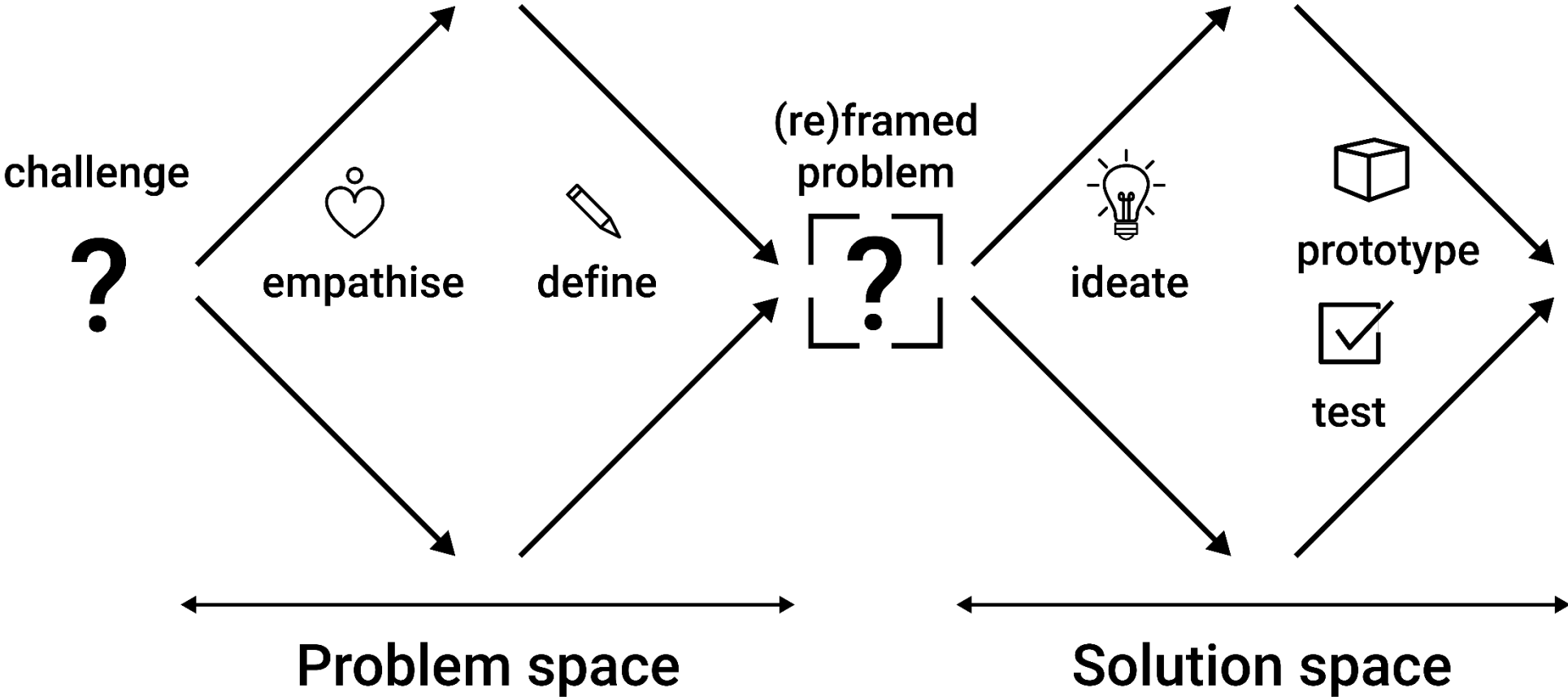
How to kick off a creative innovation process?

Design Thinking





Double Diamond.





Let's first connect.

Line up **by birthday** (everyone):

1. Starting on January 1st
2. Ending on December 31st
3. Say “hi” to your new neighbour



Max
5
min

Let's have a
more deeper
connection.

1. Find your group
2. Quickly introduce yourself
3. Agree about your team name



**If you want
to go fast, go
alone, if you
want to go
far, go
together.**



How to kick off a creative innovation process?



Example of a Detailed Pressure Cooker Planning.

Time slot	Activity	Design Thinking
09:00 – 09:40	Introduction topic	Empathize
09:40 – 11:00	Empathize	Empathize
11:00 – 12:00	Define	Define
12:00 – 13:00	Lunch	-
13:00 – 14:00	Ideate 1 + 2	Ideate
14:00 – 14:10	Inspiration company	Ideate
14:10 – 14:45	Ideate 3 + Select ideas	Ideate
14:45 – 15:00	Break	-
15:00 – 15:20	Develop concept	Prototype
15:20 – 16:00	Build 2 prototypes	Prototype
16:00 – 17:00	Pitch carousel + wrap up	Test



Topic for
today: **plastic
waste.**



Let's get
active.



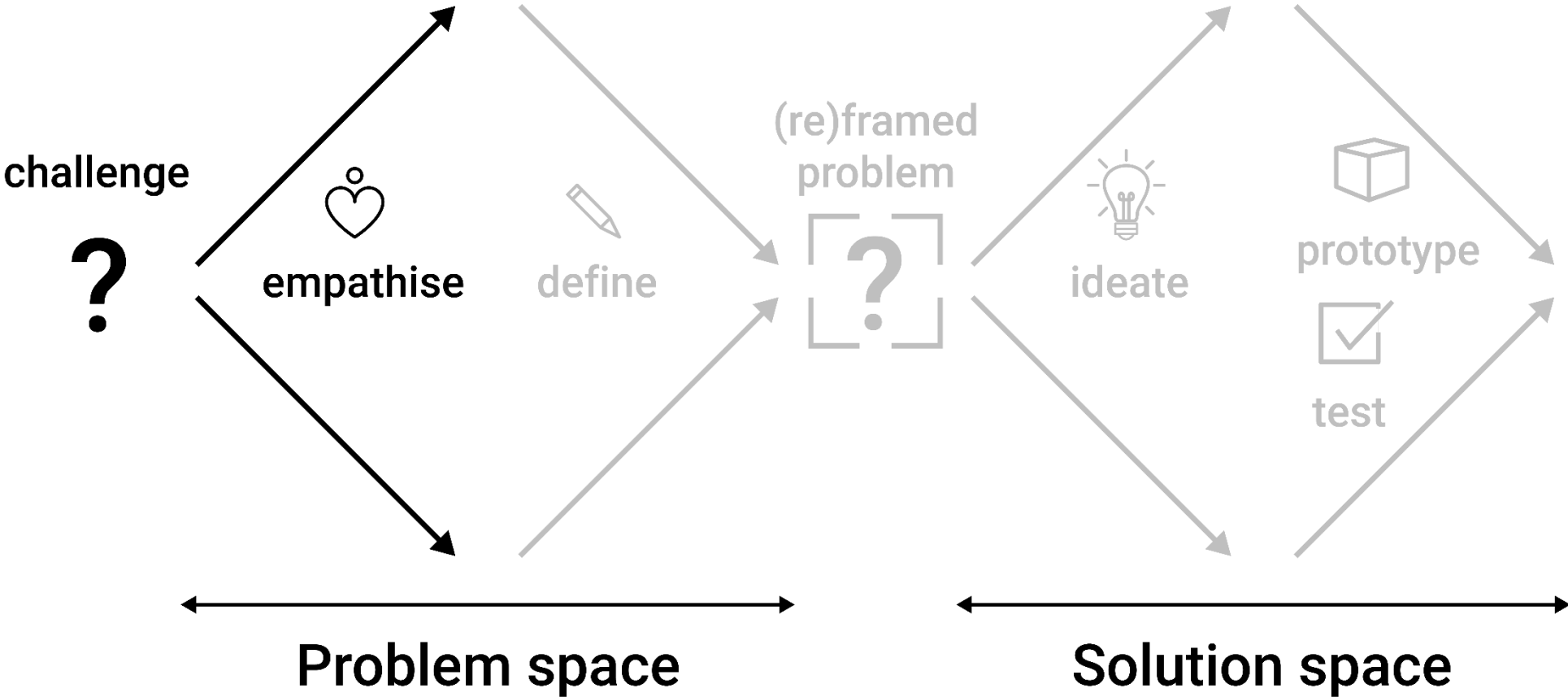
Let's start to kick off your creative innovation process!

Follow the instructions step by step

Please hurry up..



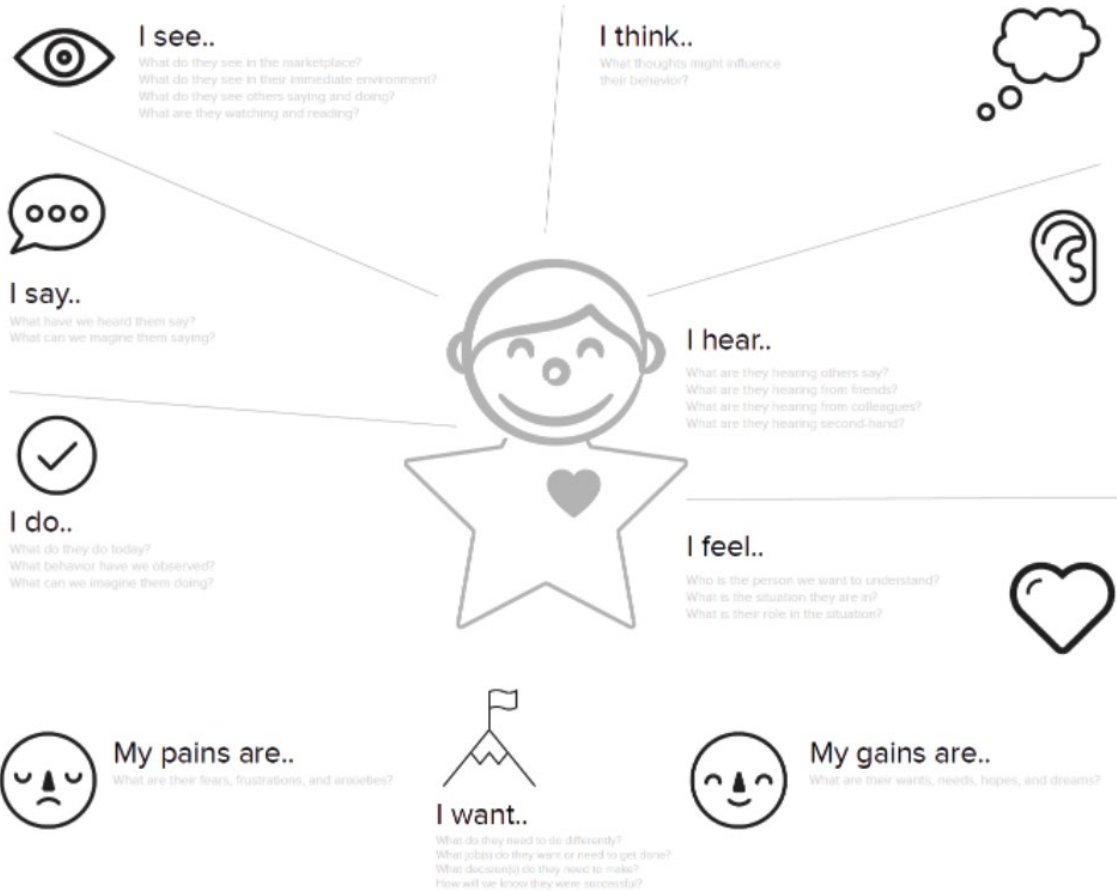
Double Diamond.





- 3 persons do interview
- others do foto-safari

First action:
Empathise.



Interview: Fill in empathy map.



Foto safari: capture the world.



Max
10
min

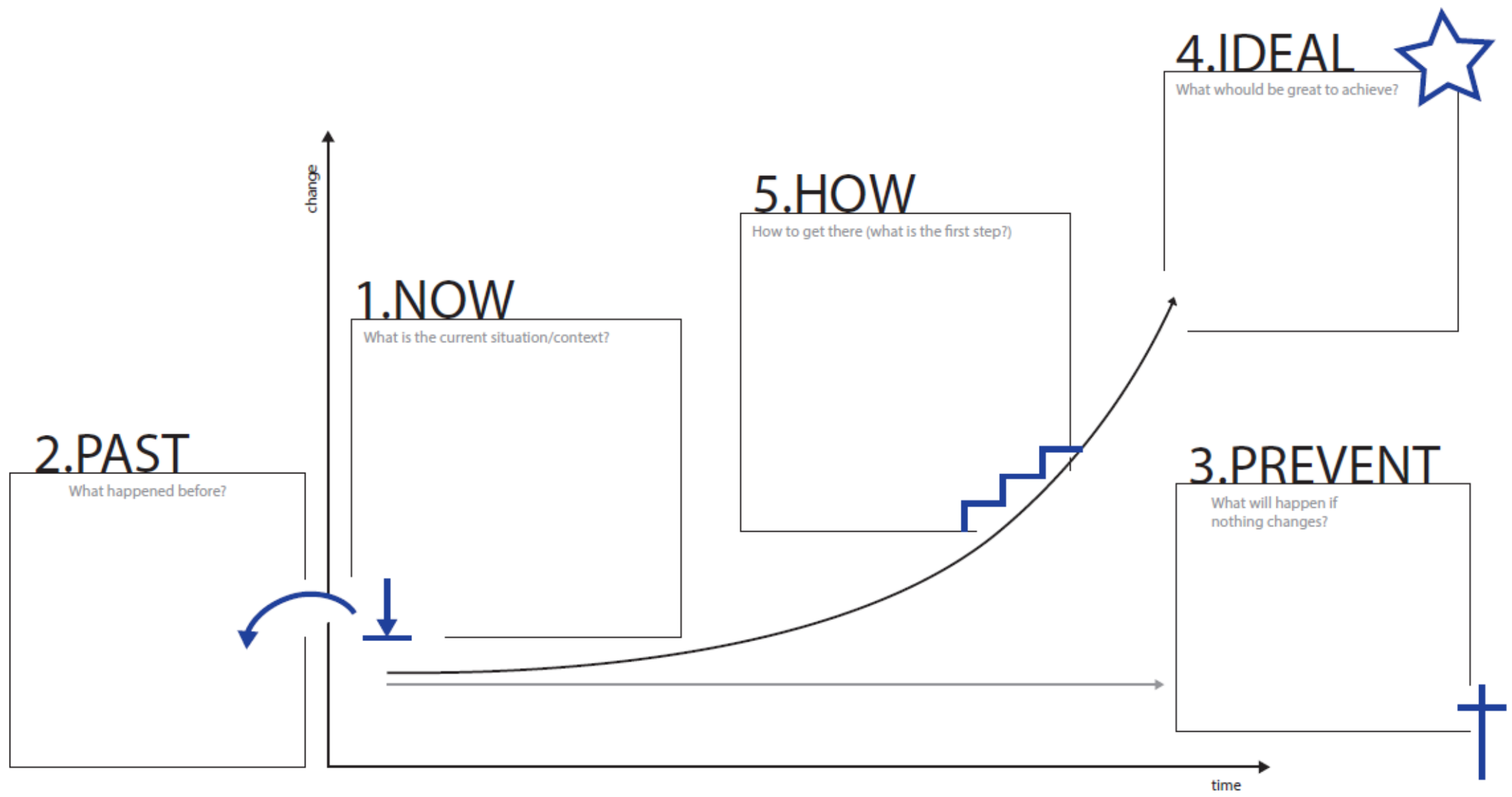
- Collect & capture insights:
 - Interview
 - Foto-safari
- Be back in 10 min

First action:
Empathise.



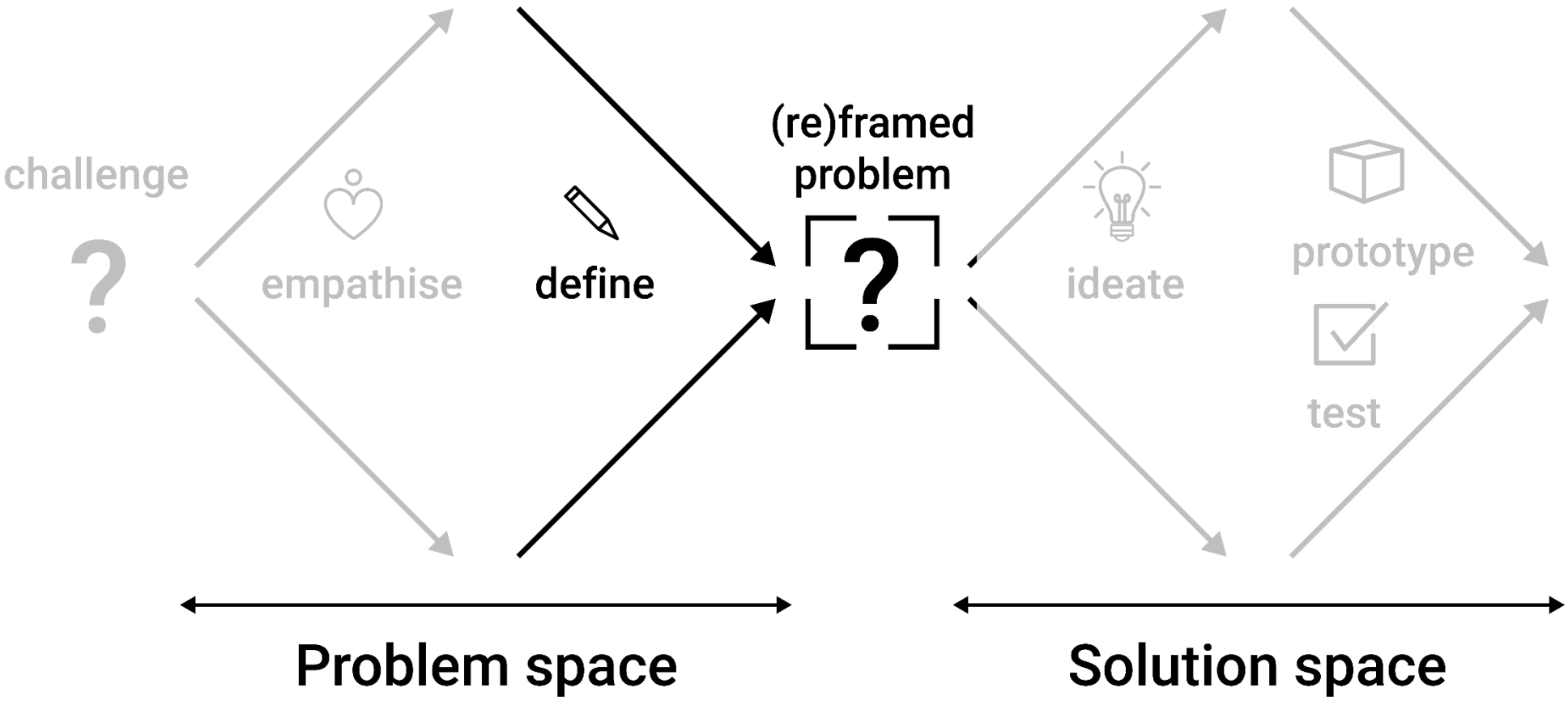
- Welcome back
- How did it go?

First action:
Empathise.





Double Diamond.





Max
5
min

Second action: Define.

- **Gather** & share all your insights and zoom out
- Write down the main **issues** you would like to tackle the next half an hour
- **Choose one**
- Fill in the **How-Might-We** question template



How might we _____

action

what

for _____

customer

in order to _____

what change?



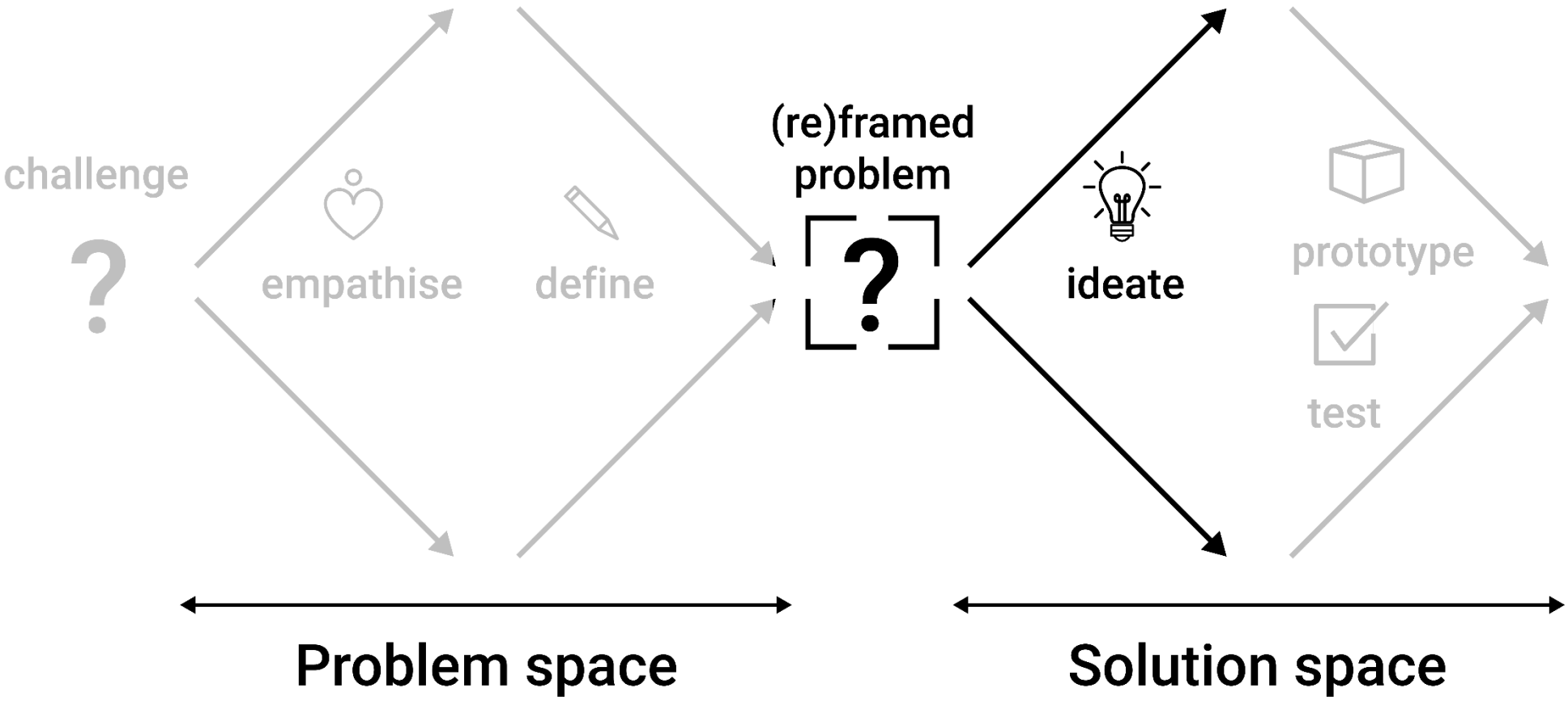
Max
5
min

Second action: Define.

- **Gather** & share all your insights and zoom out
- Write down the main **issues** you would like to tackle the next half an hour
- **Choose one**
- Fill in the **How-Might-We** question template



Double Diamond.



Rules of Brainstorming



Defer Judgment



One Conversation at a Time



Encourage Wild Ideas



Be Visual



Build on the Ideas of Others



Go for Quantity



Stay Focused on the Topic



- Everyone; **fold** a new A4 sheet in half, 3 times
- Unfold and get a marker

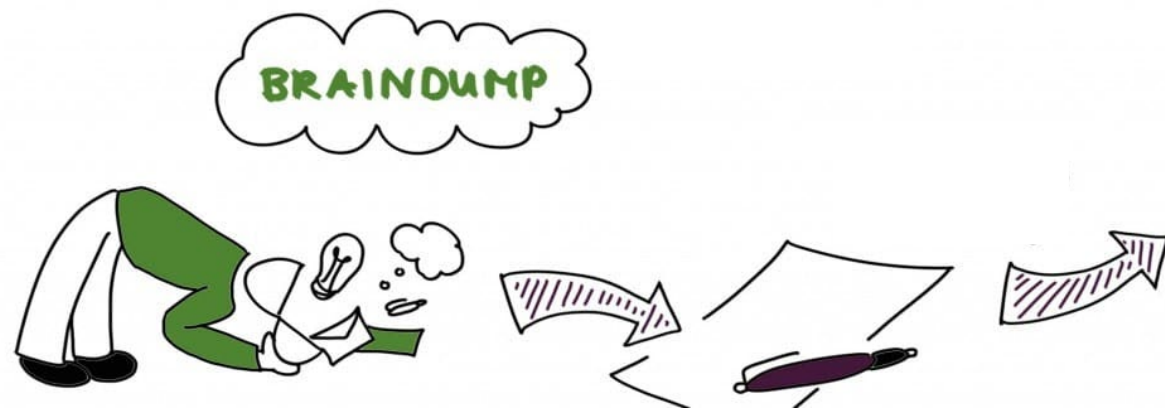


**Third action
ideate.**



Tip:
Go for
Quantity!

- Write/draw in each box **1 idea**
(for 4 minutes)
- Mark your **favorite**



Max
5
min

Let's braindump.



Max
5
min

- **Share** your favorites
- Combine, expand, update
- Write down interesting ideas on **post it's**

Let's share & inspire.



Now-how-wow Matrix



Max
8
min

Let's collect.



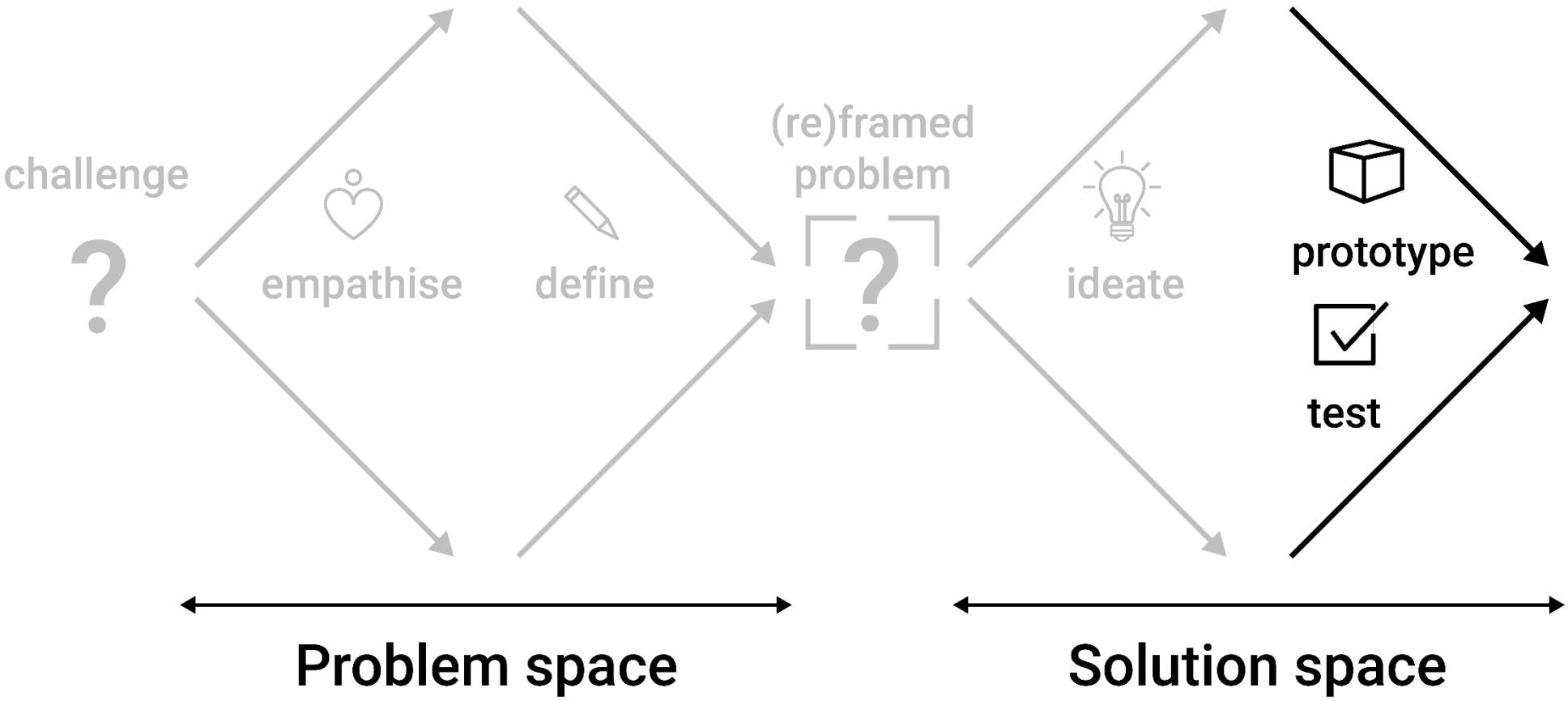
Max
5
min

- **Arrange** all ideas on the Now-How-Wow matrix
- If needed: **update**, add, combine your ideas
- Select your **favorite**

Let's collect.



Double Diamond.





Results of a **kick-off**.

- you know each other & real stakeholders/users
 - everyone on one page
 - challenge is more focussed
 - expectations are managed
 - start doing instead of talking
- Overall: it's a good investment
But still based on a lot of assumptions!



Wrap up


How was this for you?



Scan me!

pulsed[®]



The logo consists of a stylized white graphic element resembling a bird or a wing, with a curved line underneath it.

Fontys | fontyspu1sed.com

