

Design Thinking

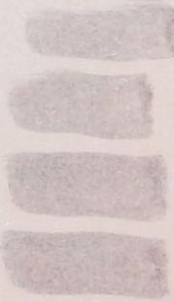


Gerhard
Müller




Tae Won


Ha

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CONSULTING

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IT Consulting
Agile SW-Entwicklung
Digitale Transition

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UX Design
Design Thinking
Design Driven Innovation

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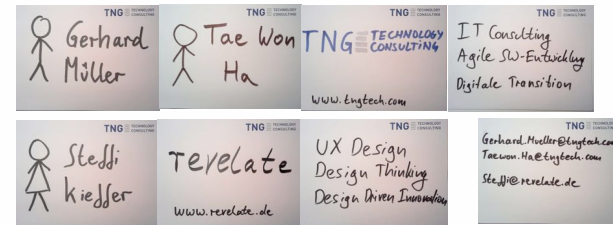
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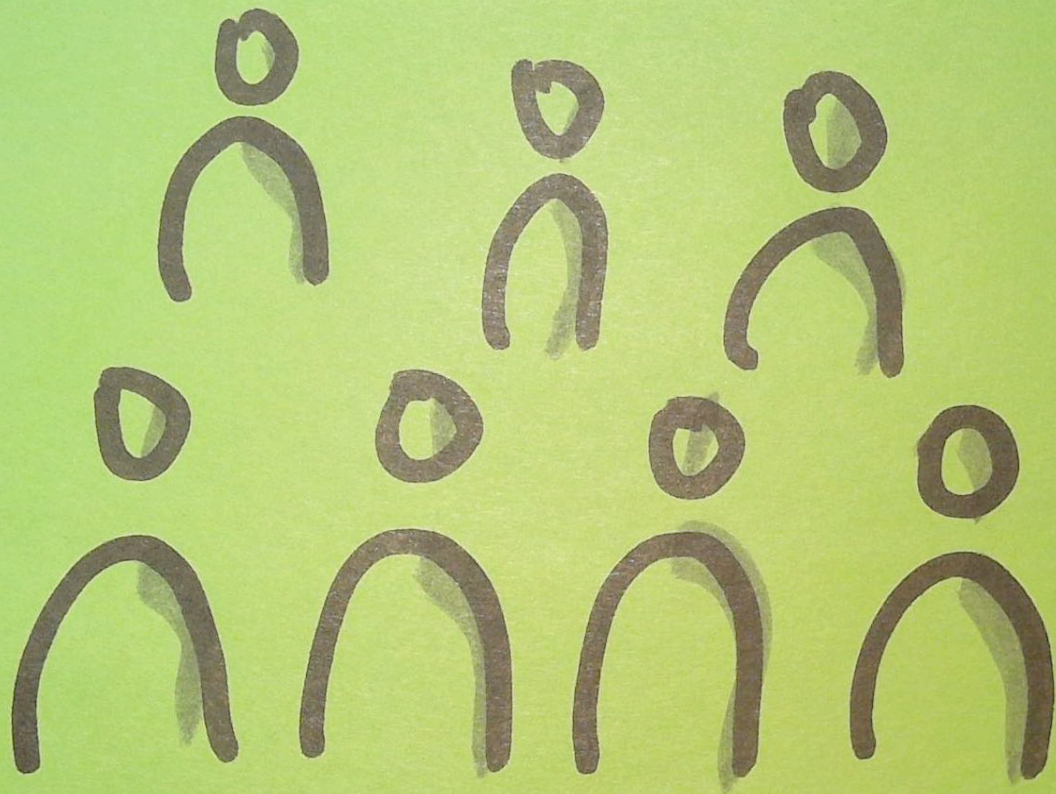
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Design Thinking



Design
Thinking
München



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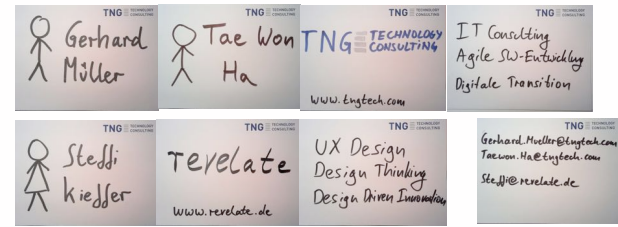
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Thinking
München



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Design Thinking



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Zusammenfassung

Definition

Nutzung

Erfolg mit DT



Einordnung

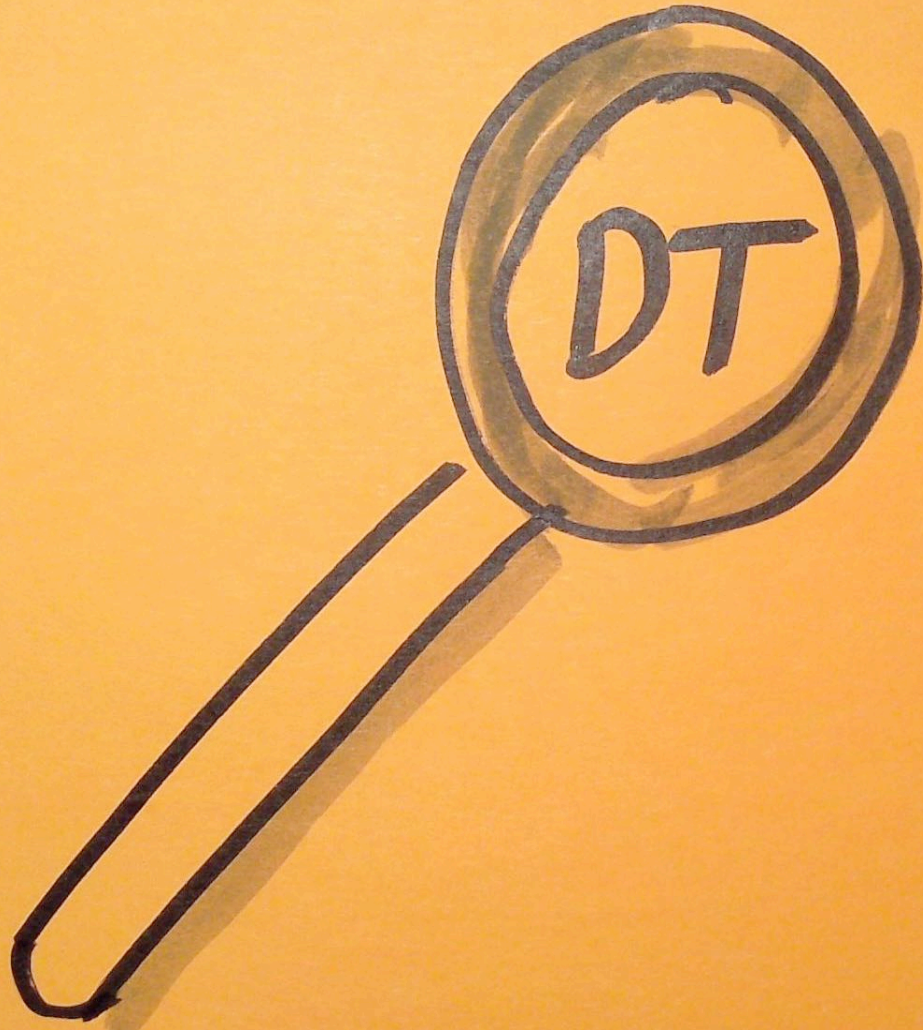
DT lernen

Wie wird DT „gemacht“?

Wer macht DT?

Geschichte

Werkzeuge



Definition

"Design Thinking is a human-centered approach to innovation that draws from the designers toolkit to integrate the needs of people, the possibilities of technology, and the requirements of business success"

Tim Brown, IDEO

Innovation

TNG

TECHNOLOGY
CONSULTING

business

Wirtschaft-
lichkeit

Start:

Wünsch-
barkeit

people

Machbar-
keit

Technology



Nutzung

- ✓ Produkte
- ✓ Dienstleistungen
- ✓ Erfahrungen
- ✓ Strategie/Geschäftsmodell

Ein- ordnung

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Idee

Test



Lean
Startup

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Umsetzung

Betrieb



Agile
SW-Entw.

DevOps,
Infrastructure as
Code

TNG TECHNOLOGY CONSULTING

Skalierung

Aus Daten
lernen



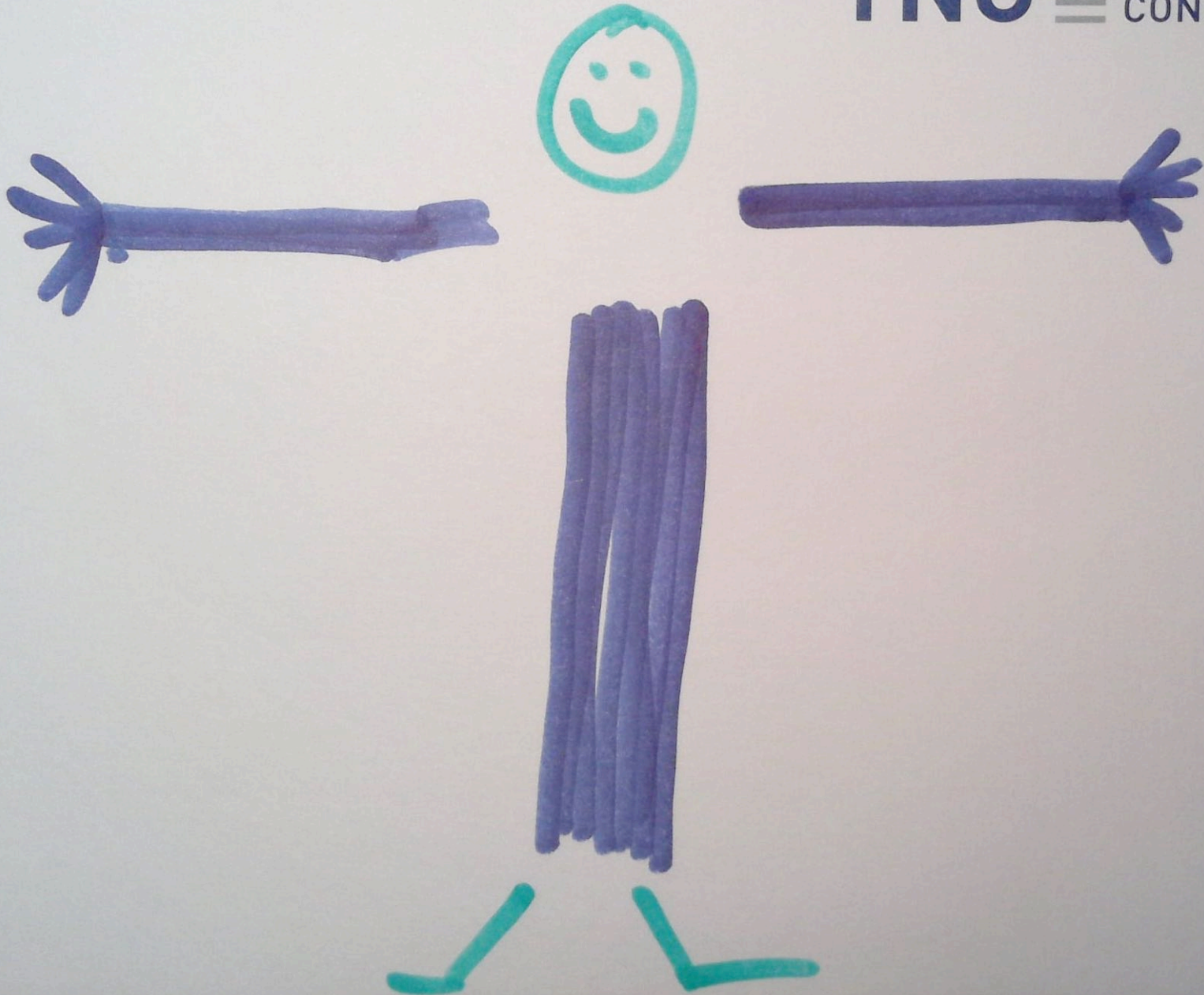
Cloud,
Virtualisierung

Big Data

Wie wird DT

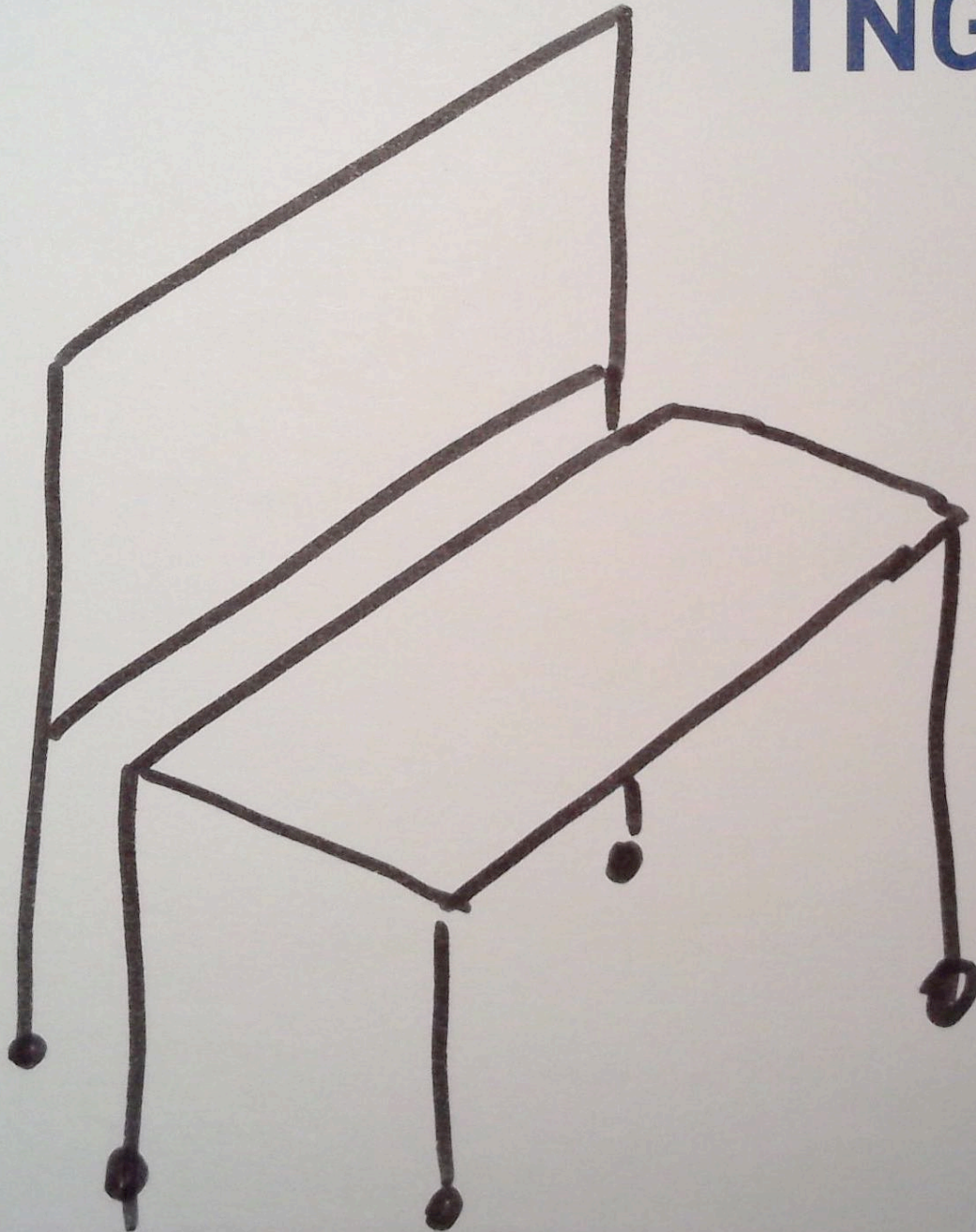
„gemacht“?

- Mind set
- Prozess
- Werkzeuge



Mindset:

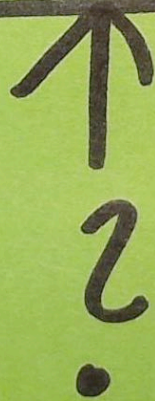
- kreatives Vertrauen
- Mach es
- Lernen vom Mißerfolg
- Empathie
- Mehrdeutigkeit annehmen
- Optimismus
- Wiederholen, wiederholen, wiederholen



Design Challenge

Tage

Monate



Verstehen

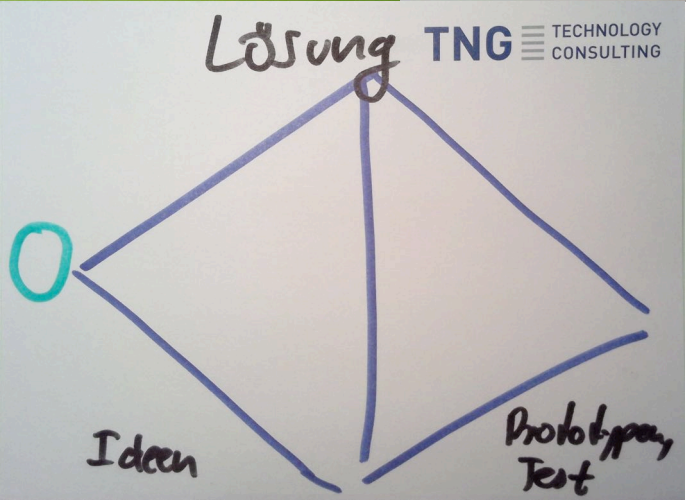
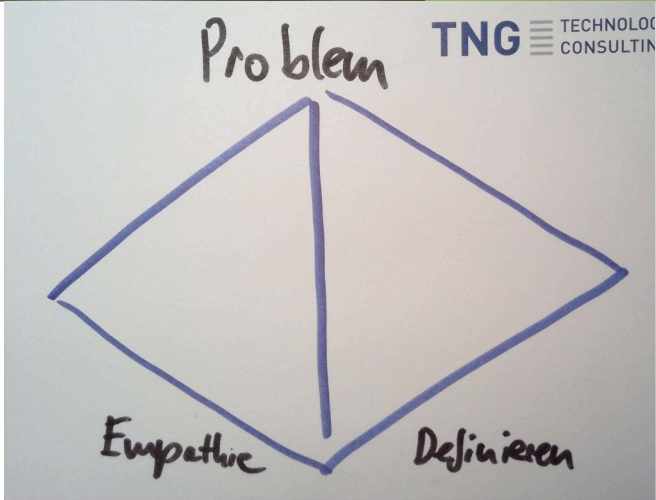
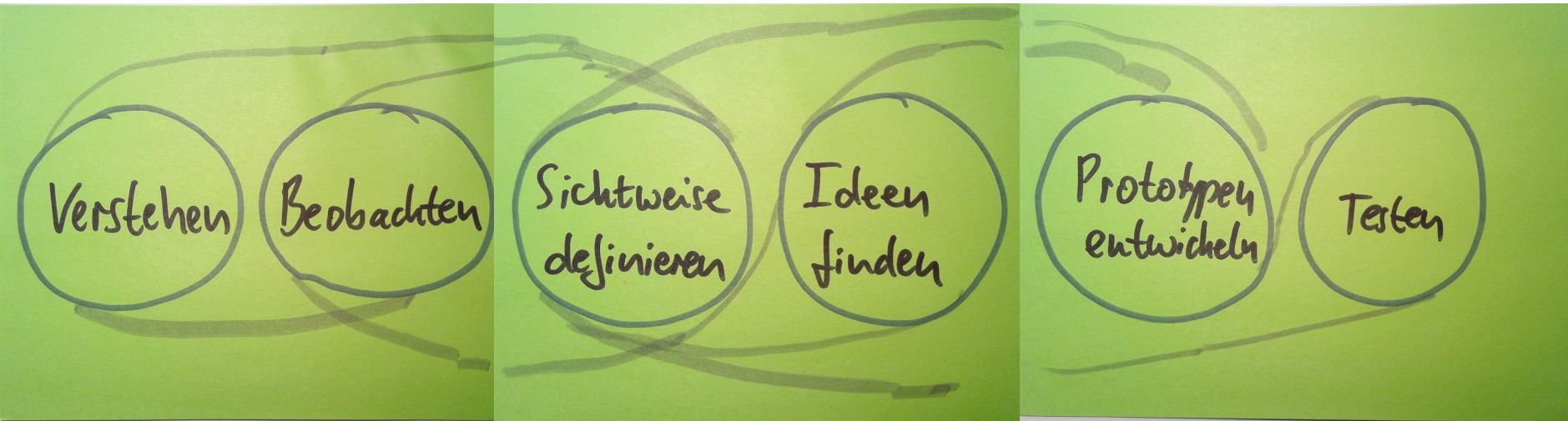
Beobachten

Sichtweise
definieren

Ideen
finden

Prototypen
entwickeln

Testen



Werk- zeuge

Viele!

Interviews
Beobachtung
Focus-Gruppe
⋮

Affinitäts-
Diagramm
Persona
Empathy Map
Experience Map
⋮

SWs
SWOT
Reframing
⋮

Brainstorming
6-3-5
Dot Voting
Szenarien
⋮

Prototyping
⋮
⋮
⋮

Geschichte

- Stanford
- IDEO
- Hasso Plattner /
SAP / HPI

Design Thinking

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Zusammenfassung

Erfolg mit DT

DT Lernen

Wer macht DT?

Geschichte

- Stanford
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- Hasso Plattner / SAP / HP

Werkzeuge

- Viele!
- | | | | |
|------------------|---------------------|-------------|-------------------|
| Interne Beratung | Affiliate-Programme | SaaS | Branchen-Portal |
| Freie Gruppe | Empathy Map | Empathy App | 6SS |
| | | | Defining Strategy |

Definition

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 Tim Brown, IDEO

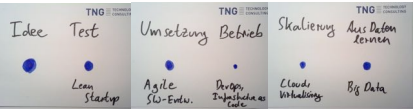


Nutzung

- ✓ Produkte
- ✓ Dienstleistungen
- ✓ Erfahrungen
- ✓ Strategie/Geschäftsmodell



Einordnung



Wie wird DT „gemacht“?

- Mind set
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- Mindset:
- Kreatives Vertrauen
 - Mach es
 - Lernen vom Scheitern
 - Empathie
 - Mehrdeutigkeit annehmen
 - Optimismus
 - Leidenschaft, Leidenschaft, Leidenschaft

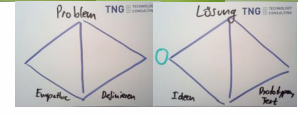
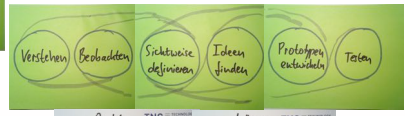


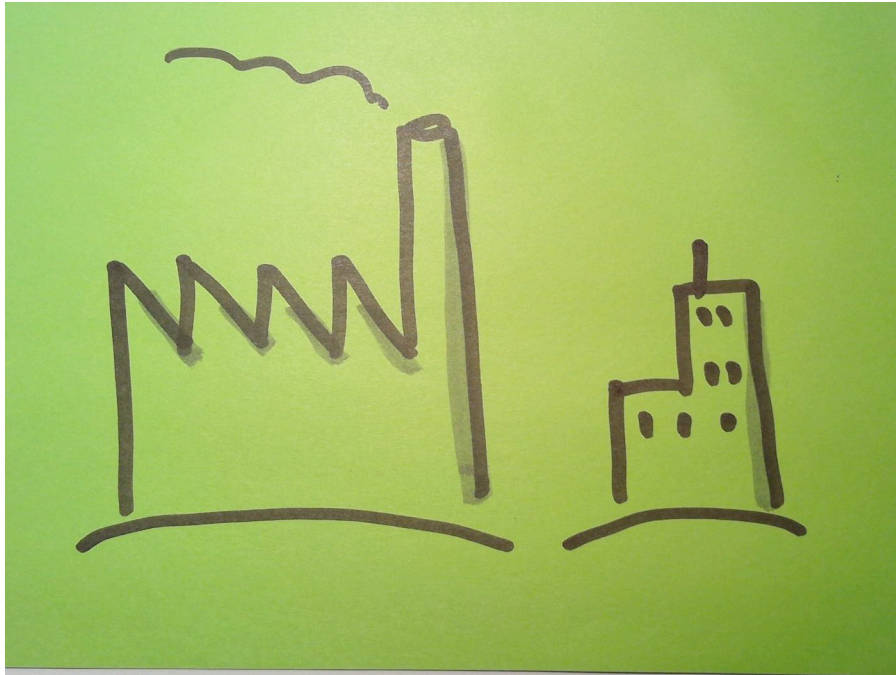
Design Challenge

Tage

Monate

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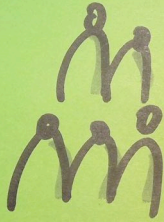
Wer macht
DT?



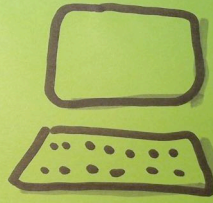
tun!



Bücher

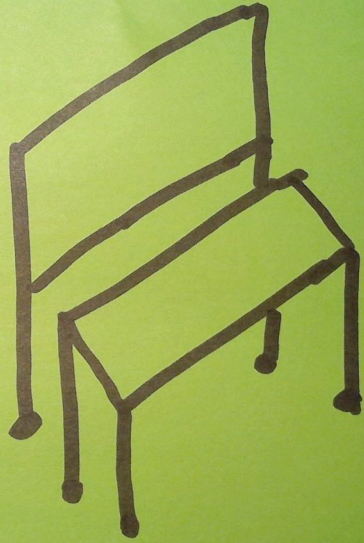


Kurse



auch
online

DT
lernen



Erfolg
mit DT



Zusammenfassung

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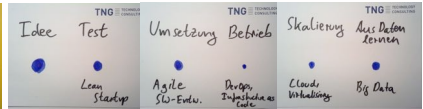
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Erfolg mit DT



Einordnung



tun! Bücher

Kurse auch online

DT Lernen

Wie wird DT „gemacht“?

- Mind set
- Prozess
- Werkzeuge



- Mindset:
- Kreatives Vertrauen
 - Mach es
 - Lernen aus Misserfolg
 - Experimente
 - Mehrdeutigkeit annehmen
 - Optimismus
 - Leidenschaft, Leidenschaft, Leidenschaft



Design Challenge

Tage

Monate

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Wer macht DT?

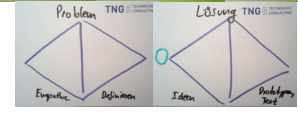
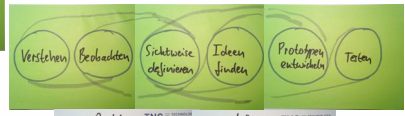
Geschichte

- Stanford
- IDEO
- Hasso Plattner / SAP / HP

Werkzeuge

Viele!

Interims-Beratung	Affinity-Diagramm	5 Whys	Brainstorming
Fisher-Craig	Personas	Storyboarding	6SS
Empathy Map	Empathy Map	Dot-Matrix	Defining Issues
Empathy Map	Empathy Map	Dot-Matrix	Defining Issues



An aerial, slightly blurred photograph of a city, likely Munich, Germany. The image shows a dense urban landscape with various buildings, including a prominent church with a tall, ornate spire on the right side. The sky is a pale, clear blue. The overall tone is bright and airy.

Design Thinking

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Steffi Kieffer, Revelate

