

# Design Thinking versus Traditional Thinking (Engineering Thinking & Management Thinking)



# Design Thinking and Other "Thinking"

## ENGINEERING THINKING



### Resolve the way

Focus: What! Product and solution.

## MANAGEMENT THINKING



### Optimize the way

Focus: How! Strategies and Markets

## DESIGN THINKING



### Build the way

Focus: Why! Value to cliente.





**Instead of starting from the stand point of engineering or management, Design Thinking encourages leaders to start from the client perspective.**

# *Engineering Thinking, Management Thinking, Design Thinking*

## Traditional Thinking

Loves to avoid mistakes

Sustaining order

One way

Logic; Numeric models

Analysis aimed at proving  
one "best" answer

Planning

Facts and numbers

Standardization

Relevance

## Design Thinking

Loves to learn from mistakes

Taking risks

Interactive

Emotional insight; Experiential models

Experimentation aimed at iterating  
toward a "better" answer

Doing

Storytelling

Humanization

Value Redefinition

# Engineering Thinking, Management Thinking, Design Thinking



	<b>BUSINESS</b>	<b>DESIGN</b>
<b>Underlying Assumptions</b>	Rationality, Objectivity; Reality as fixed and quantifiable	Subjective experience; Reality as socially constructed
<b>Method</b>	Analysis aimed at proving one "best" answer	Experimentation aimed at iterating toward a "better" answer
<b>Process</b>	Planning	Doing
<b>Decision Drivers</b>	Logic Numeric models	Emotional insight, Experiential models
<b>Values</b>	Pursuit of control and stability; Discomfort with uncertainty	Pursuit of novelty; Dislike of status quo
<b>Levels of Focus</b>	Abstract or particular	Movement between abstract and particular

# Engineering Thinking, Management Thinking, Design Thinking

## TRADITIONAL THINKING

Flawless planning

Avoid failure

Rigorous analysis

Presentations

Arms length customer research

Periodic

Thinking

## DESIGN THINKING

Enlightened trial & error

Fail fast

Rigorous testing

Lightweight experiments

Deep customer immersion

Continuous

Doing

FAZER AS COISAS CERTO

FAZER AS COISAS CERTAS

CAPTURAR VALOR

CRIAR VALOR

GERIR O PRESENTE

CRIAR O FUTURO

BASEADO EM ANÁLISE

BASEADO EM SÍNTESE

PENSAR, E DEPOIS FAZER

PENSAR FAZENDO

CELEBRAÇÃO DO GÊNIO INDIVIDUAL

CO-CRIAÇÃO TRANSDISCIPLINAR

# Engineering Thinking, Management Thinking, Design Thinking

problem solving

$$5 + 5 = ?$$

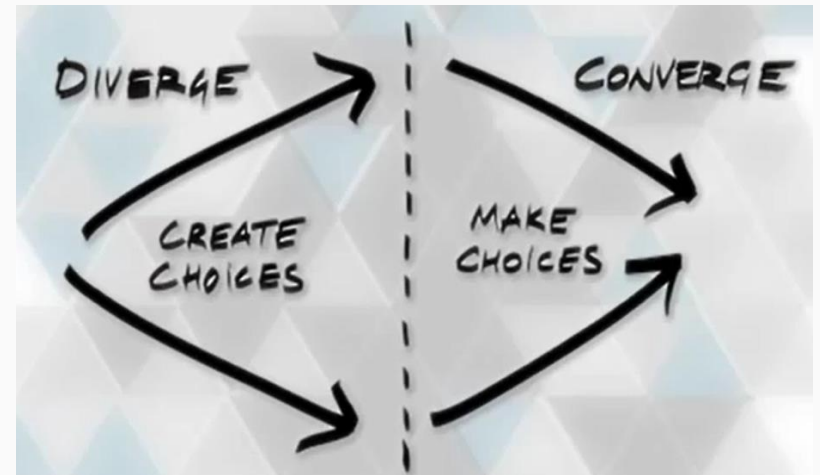
fixed mental models  
entrenched practices  
one 'right' answer

design thinking

$$10 = ? + ?$$

5+5  
300/30  
9.5+.5  
15-5  
2x5

challenges assumptions  
right questions  
infinite number of solutions



# THE EVOLUTION OF DESIGN THINKING

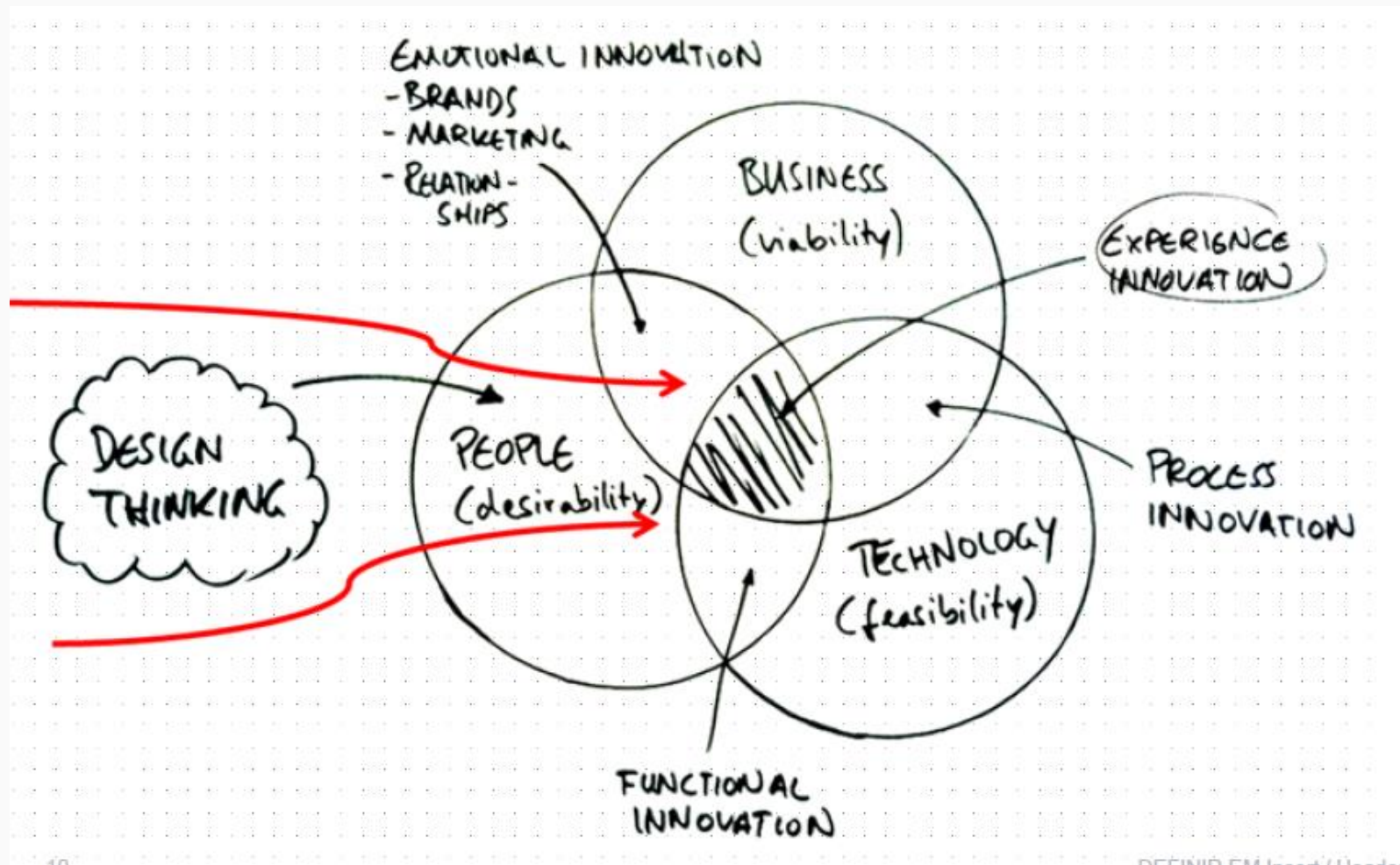
IT'S NO LONGER JUST FOR PRODUCTS. EXECUTIVES ARE USING THIS APPROACH TO DEVISE STRATEGY AND MANAGE CHANGE.



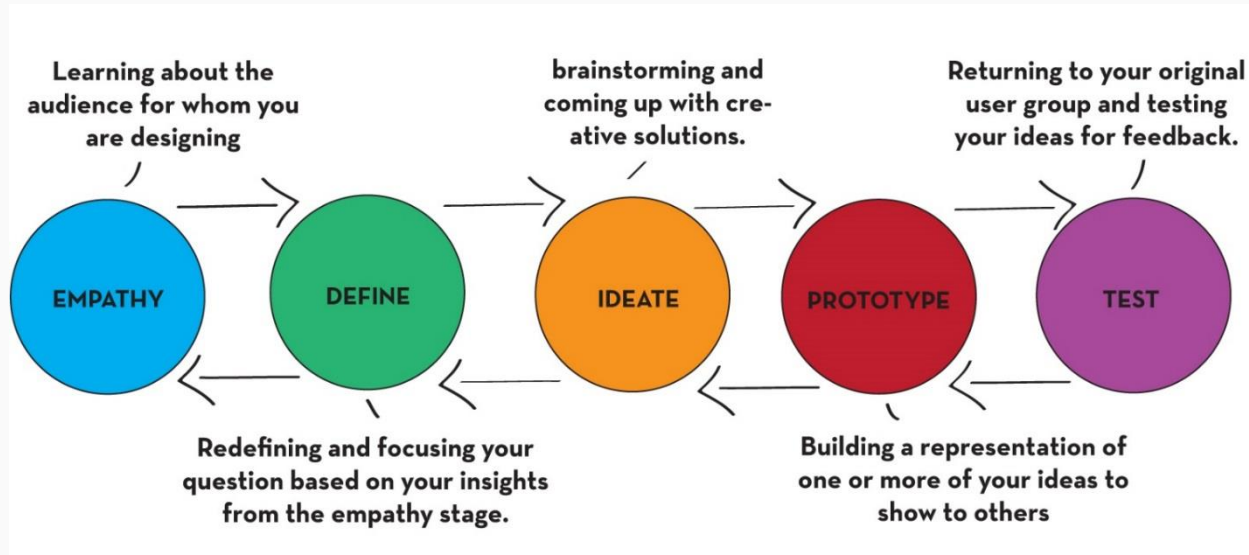
*“I think it’s time for a Design Thinking workshop”*



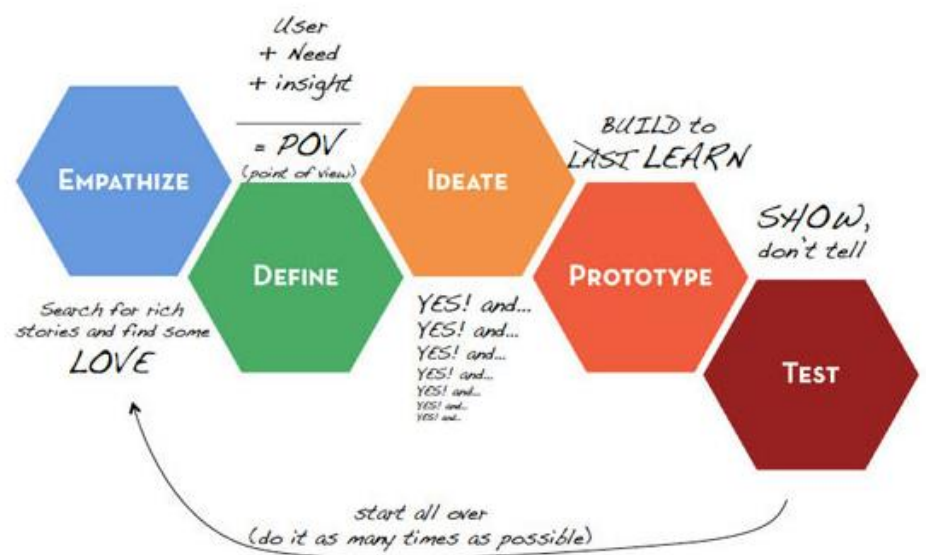
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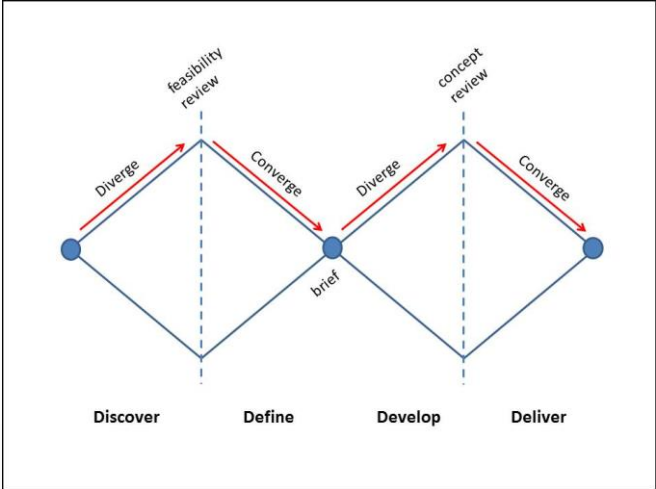
# Design Thinking – Many Models



## My design thinking CHEAT SHEET



# Design Thinking – Many Models



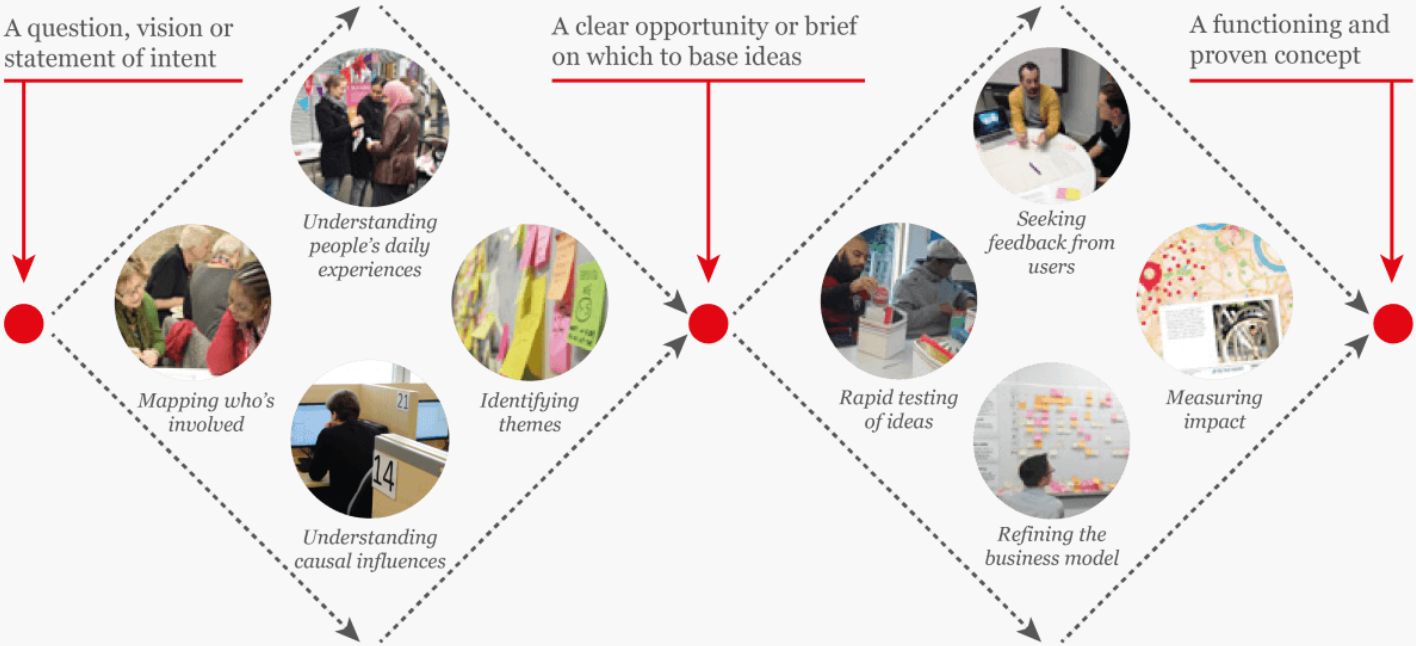
What and Why

How

A question, vision or statement of intent

A clear opportunity or brief on which to base ideas

A functioning and proven concept



1. Discover

2. Define

3. Develop

4. Deliver

# Design Thinking – Many Models

## Design-Thinking for Innovation

