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## Blue Skies Thinking for Blue Growth - Atlantic Area Seminar

# What is a Design Thinking Mindset

30th May 2018

Cork County Hall, Vertigo

11:30 – 12:30 pm

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# Paidi O'Reilly (PhD)

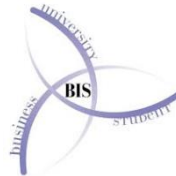
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# Rethinking ways of innovating ...



Tom Kelley Session B

16 views



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Our Ocean Wealth Summit 2017



Tom Kelley Session B

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Source: [https://www.youtube.com/watch?v=njpP\\_cAMWqE](https://www.youtube.com/watch?v=njpP_cAMWqE)

Changing our Thinking

# Today's Topics

30/05/2018 11.30-12.30pm

***Topic: What is a Design Thinking Mind-set***

30/05/2018 13.30-15.00pm

***Workshop: Design Thinking and Doing using Tools***

***- Using the Job Grid to Explore for Opportunities***





# Increasing Rate of Disruption



Waves of Disruption

# Democratisation of Disruption



Thomas Suarez: A 12-year-old app developer

Source: <https://www.youtube.com/watch?v=Fkd9TWUtFm0>

*"The distance between an idea and the digital realization of that idea is now so short - so cheap and so quick - that a bright twelve-year-old can do it".*

James McQuivey  
VP, Forrester

*"A lot of kids these days like to play games. But now they want to make them" ... The **distance between any idea and its digital realization is shrinking at an enormous rate** ... We are evolving towards a digitally disruptive economy – a world in which **everyone has the tools they need to bring their ideas to the market, test them, refine them, and eventually disrupt the status quo ... and at almost zero cost.***

# Digital Disruption in Marine

## Rolls-Royce, Google Join Forces on Making Autonomous Ships a Reality



Image Courtesy: Rolls-Royce

Rolls-Royce has inked a deal with Google to develop further its intelligent awareness systems which are believed to make existing vessels safer and are essential for autonomous ships to become a reality.

The agreement, said to be the first of its kind in the marine sector, was signed at the Google Cloud Summit in Sweden on October 3. It allows Rolls-Royce to use Google's Cloud Machine Learning

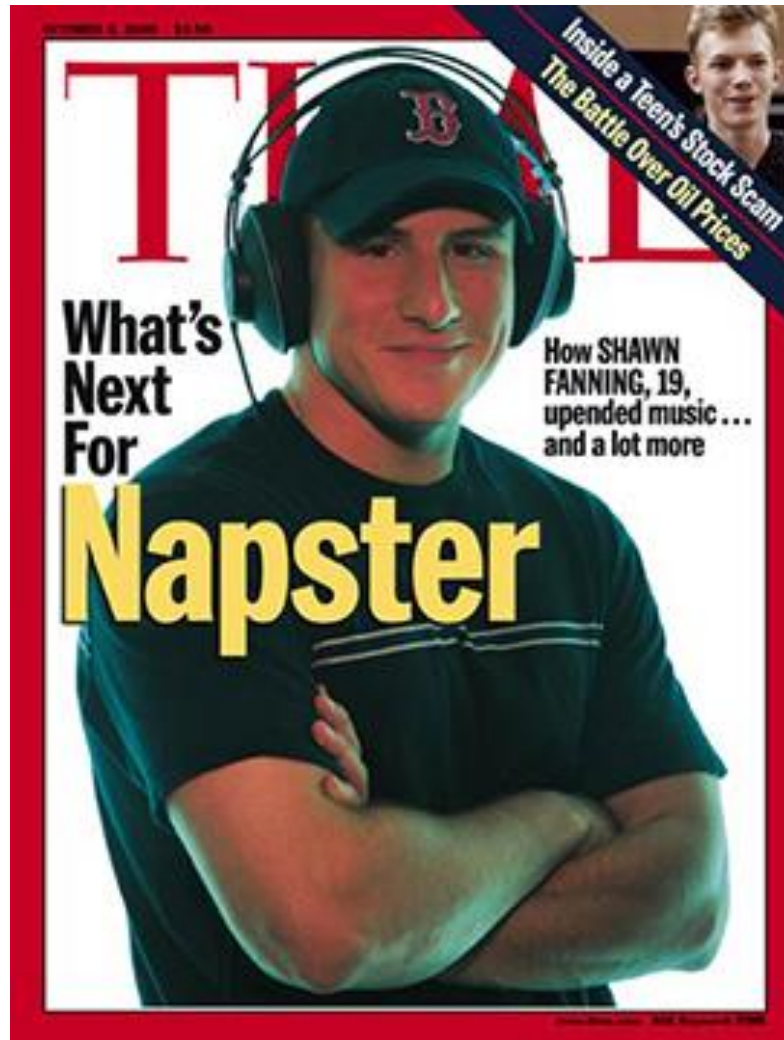
Engine to further train the company's artificial intelligence (AI) based object classification system for detecting, identifying and tracking the objects a vessel can encounter at sea.

*"While intelligent awareness systems will help to facilitate an autonomous future, they can benefit maritime businesses right now making vessels and their crews safer and more efficient. By working with Google Cloud we can make these systems better faster, saving lives," Karno Tenovuo, Rolls-Royce, SVP Ship Intelligence, commented.*

As disclosed, Rolls-Royce will use Google Cloud's software to create machine learning models which can interpret large and diverse marine data sets created by Rolls-Royce. Data will be prepared to train models, ensuring that it is relevant and in sufficient quantity to create statistical significance. As part of the machine learning process, the models' predictions are evaluated in practical marine applications, allowing the models to be further refined.

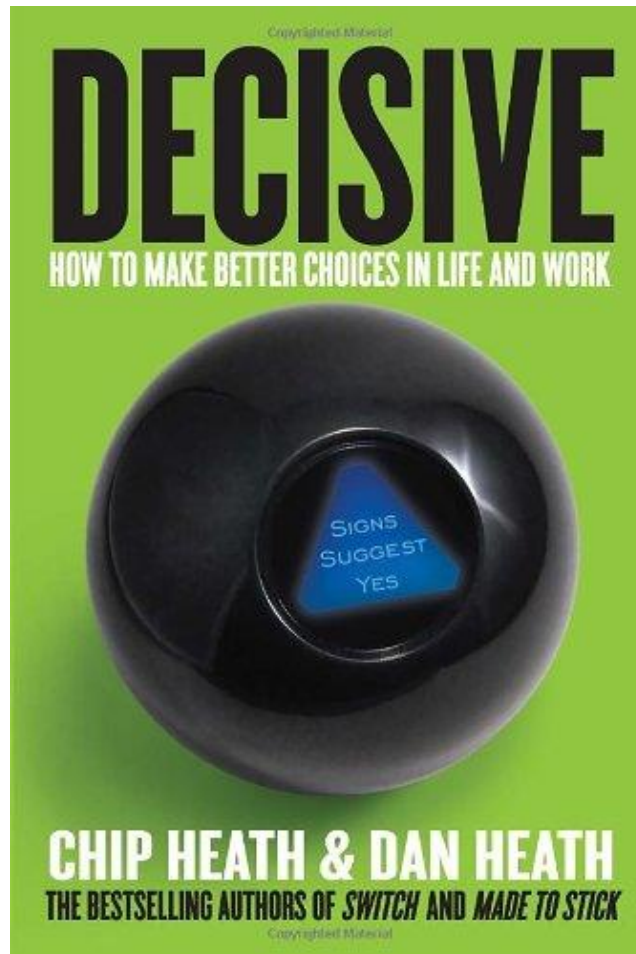


# Emergence of a Digital Mindset



Source: <http://www.billboard.com/biz/articles/news/digital-and-mobile/1552508/qa-sean-parker-and-shawn-fanning-on-downloaded-the>

# But we make poor decisions ...



# Finding new responses ...



*“If you want something new,  
you have to stop doing  
something old”*

- Peter Drucker

# Ten Bruising Innovation Lessons

## [Justification for Design Thinking]





# Falling into the Specification Trap...

1



Source: <http://2.imimg.com/data2/RX/XX/MY-4291542/oxygen-mask-250x250.jpg>

**We need to create solutions rather than create products ...**



Source: <http://www.youtube.com/watch?v=jmpOToLAPi8>

# Framing the problem ...

2



**We need to be aware of how we frame problems ...**

Source: [https://upload.wikimedia.org/wikipedia/commons/8/82/Oakland\\_Bay\\_Bridge\\_Western\\_Part.jpg](https://upload.wikimedia.org/wikipedia/commons/8/82/Oakland_Bay_Bridge_Western_Part.jpg)

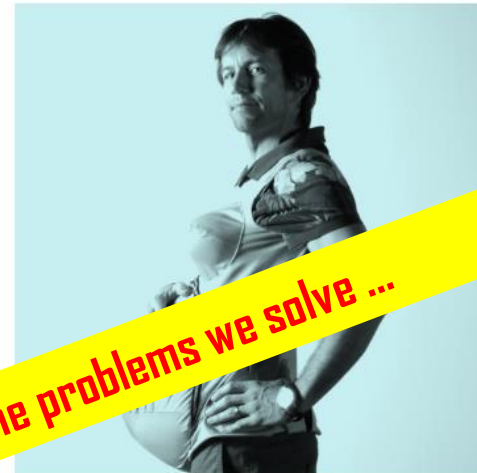
# Building empathy ...

3

## THREE PREGNANT DADS

FROM THE BOOK OF EVERYONE

THE HIGHS AND LOWS OF 3 DADS AS THEY TAKE ON THE WEIGHT OF BEING A 9 MONTH PREGNANT MOM FOR ONE MONTH



Source: <http://3pregnantdads.com/>

We need to have empathy for the problems we solve ...



# Creating a bias for doing ...



We need to be 'doing' in order to learn and learn early ...

4

Source: <http://www.scientificamerican.com/article/stone-age-the-art-and-craft-of-paleo-toolmaking-slide-show1/>



# Focusing on points of failure

5



The jet black swan has arrived at Alton Swanery in Dorset and set up home with the resident 600 white swans - which are all white

**We need to start with the most likely points of failure ...**

# Faking it before making it

6



Products

Services

Experiences

Value Propositions

Business Models

**We need to use the right type of prototype at the right time ...**

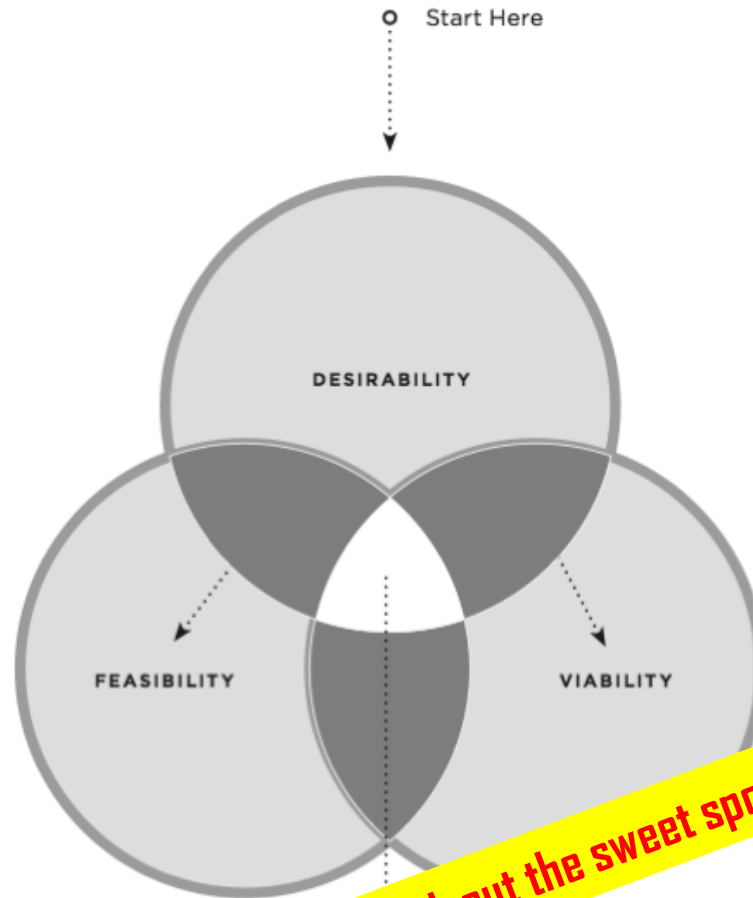
# Failing in order to Succeed ...



*“Position yourself to  
fail small in order to  
Succeed Big ...”*

**We need to fail rather than Fail ....**

# Finding the sweet spot ...



**We need to seek out the sweet spots ...**

... solutions that emerge at the intersection of the Human-Centered Design lenses; they need to be **Desirable, Feasible, and Viable**.

Source : [www.ideo.com](http://www.ideo.com)



# Working in the weeds ...



*“Problems are generally messy and have no ideal solutions”*

**Don't waste your time looking for ideal solutions...**

# Sharing value around ...



Source: <https://www.pinterest.com/pin/378302437430139076/>

# Thinking like a designer ...



# Design Mindset is ...



HUMAN  
CENTERED



BIAS  
TOWARD  
ACTION



RADICAL  
COLLABORATION



CULTURE  
OF  
PROTOTYPING



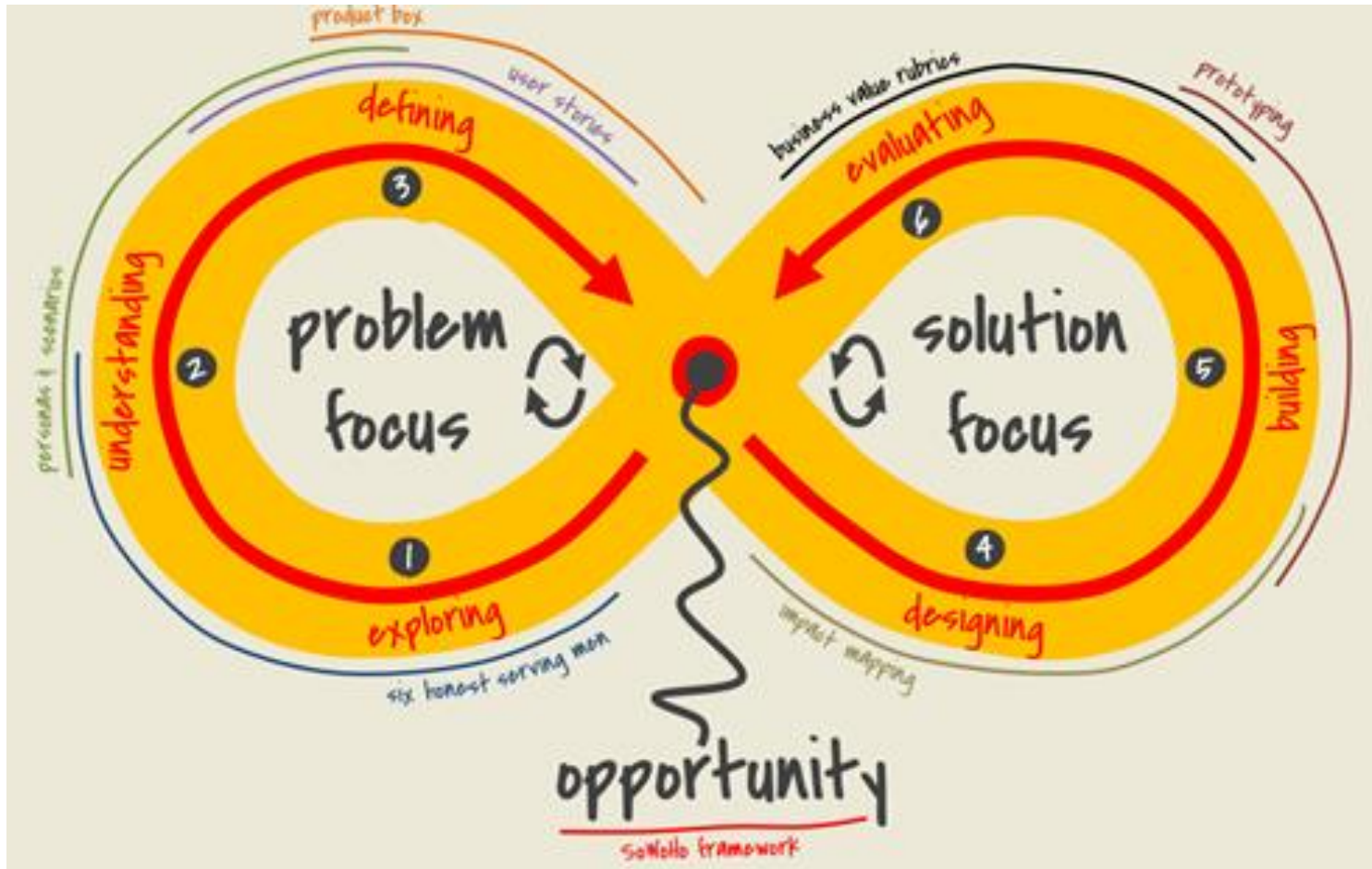
SHOW  
DON'T  
TELL



MINDFUL of  
PROCESS



# Design Approach is ...



Thinking Differently

# An innovation mindset ...

## What Kind of Mindset Do You Have?



I can learn anything I want to.  
When I'm frustrated, I persevere.  
I want to challenge myself.  
When I fail, I learn.  
Tell me I try hard.  
If you succeed, I'm inspired.  
My effort and attitude determine everything.



I'm either good at it, or I'm not.  
When I'm frustrated, I give up.  
I don't like to be challenged.  
When I fail, I'm no good.  
Tell me I'm smart.  
If you succeed, I feel threatened.  
My abilities determine everything.

Created by: Reid Wilson @wayfaringpath ☺☹☹☹ Icon from: thenounproject.com



**Many Thanks**

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