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Title	What is a design thinking mindset
Authors	O'Raghallaigh, Paidi
Publication date	2018-05-30
Original Citation	O'Raghallaigh, P. (2018) 'What is a Design Thinking Mindset', Blue Skies Thinking for Blue Growth - Atlantic Area Seminar, Vertigo, County Hall, Cork, Ireland, 30 May.
Type of publication	Conference item
Download date	2024-04-19 09:06:33
Item downloaded from	https://hdl.handle.net/10468/9919

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Interreg Atlantic Area
European Regional Development Fund

EUROPEAN UNION

Proto Atlantic
Innovation in the Marine Environment

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

To Cite: O'Raghallaigh, P. (2018, May). "What is a Design Thinking Mindset". Presented at "Blue Skies Thinking for Blue Growth - Atlantic Area Seminar", Vertigo, County Hall, Cork, Ireland

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Irish Management Institute

Introduction

Rethinking ways of innovating …

Tom Kelley Session B

16 views

marineinstituteIRL
Published on 28 Jul 2017

Our Ocean Wealth Summit 2017

Tom Kelley Session B

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Source: 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

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**.

Changing our Thinking

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.

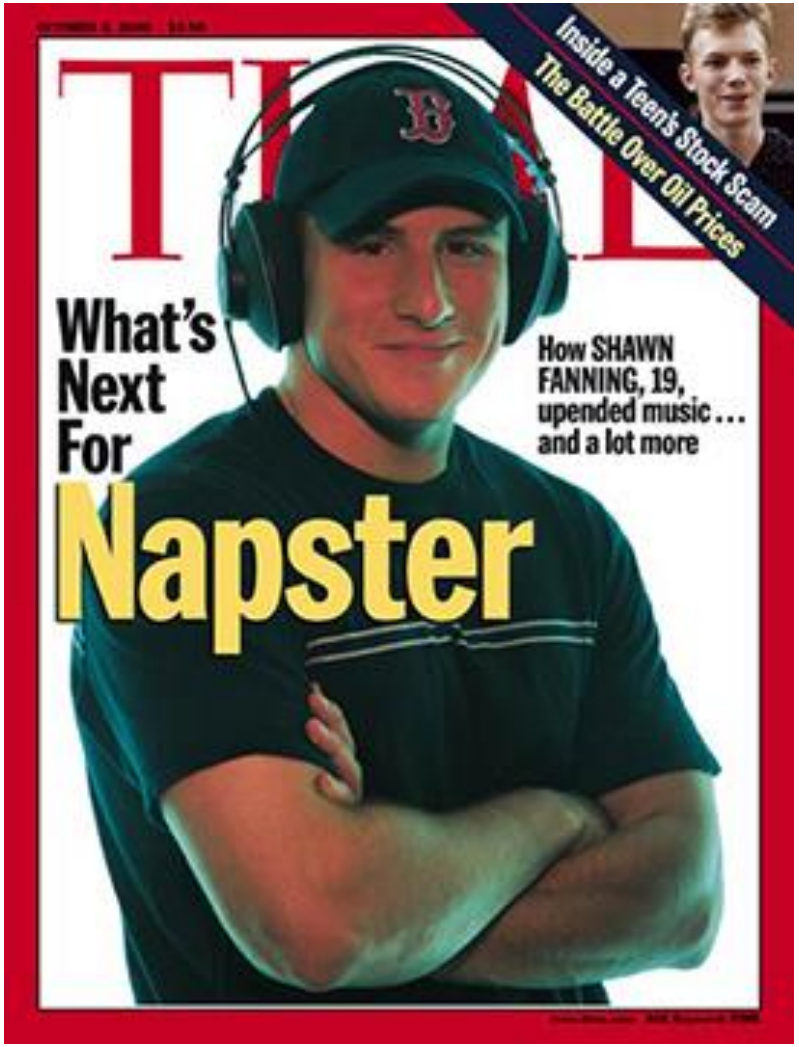
"While intelligent awareness systems will help to facilitate an autonomous future, they can benefit maritime businesses right now making vessels and their crews safer and more efficient. By working with Google Cloud we can make these systems better faster, saving lives," **Karno Tenovuo, Rolls-Royce,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

Source:https://worldmaritimenews.com/archives/231392/rolls-royce-google-join-forces-on-making-autonomous-ships-a-reality/

Changing our Thinking

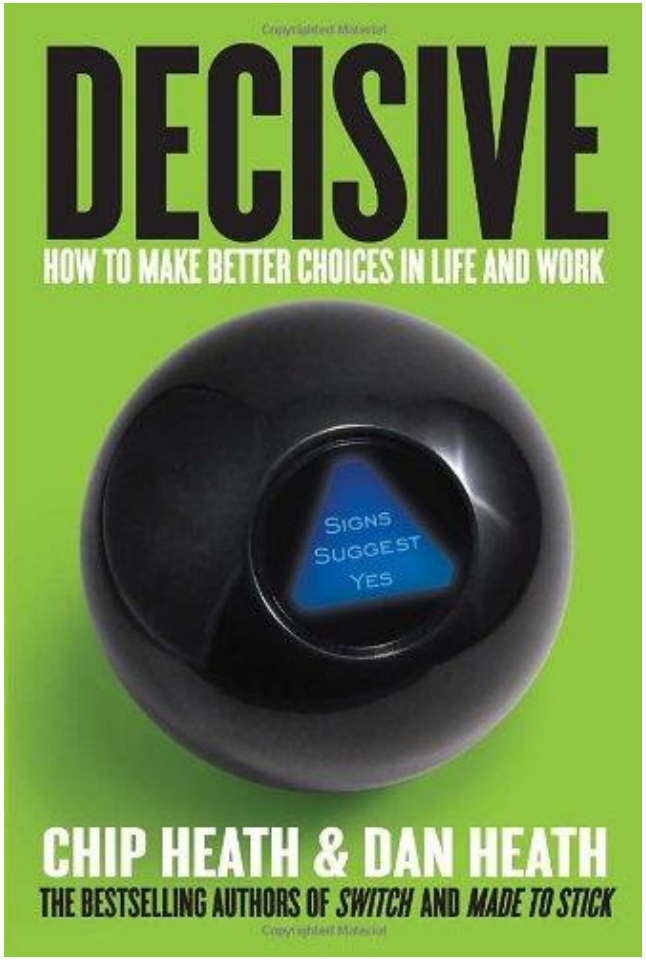
Emergence of a Digital Mindset



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

Changing our Thinking

But we make poor decisions …



Source: http://www.amazon.com/Decisive-Make-Better-Choices-Life/dp/0307956393

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]

Source: http://www.smallkitchengarden.net/small-kitchen-garden/the-vine-ripened-tomato-lie

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=jmpOToLAPl8

Bruising Innovation Lessons

Framing the problem …

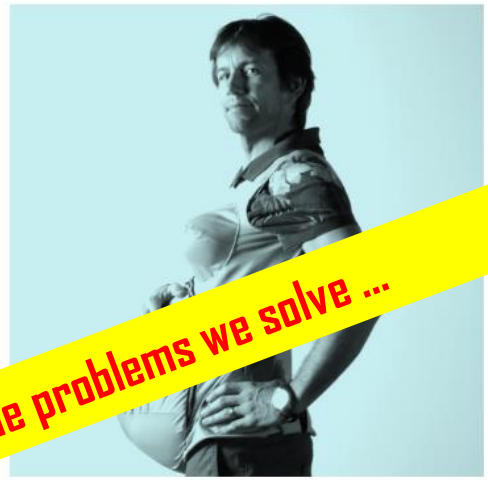
Source: https://upload.wikimedia.org/wikipedia/commons/8/82/Oakland_Bay_Bridge_Western_Part.jpg

Building empathy …

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 …

Bruising Innovation Lessons

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 A… …wannery in Dorset and set up home with the resident 6… …ns - which are all white

We need to start with the most likely points of failure …

Source: http://www.dailymail.co.uk/news/article-2154839/Black-swan-stands-gatecrashing-group-600-white-ones-ancient-swannery.html

Faking it before making it

Products

Services

Experiences

Value Propositions

Business Models

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

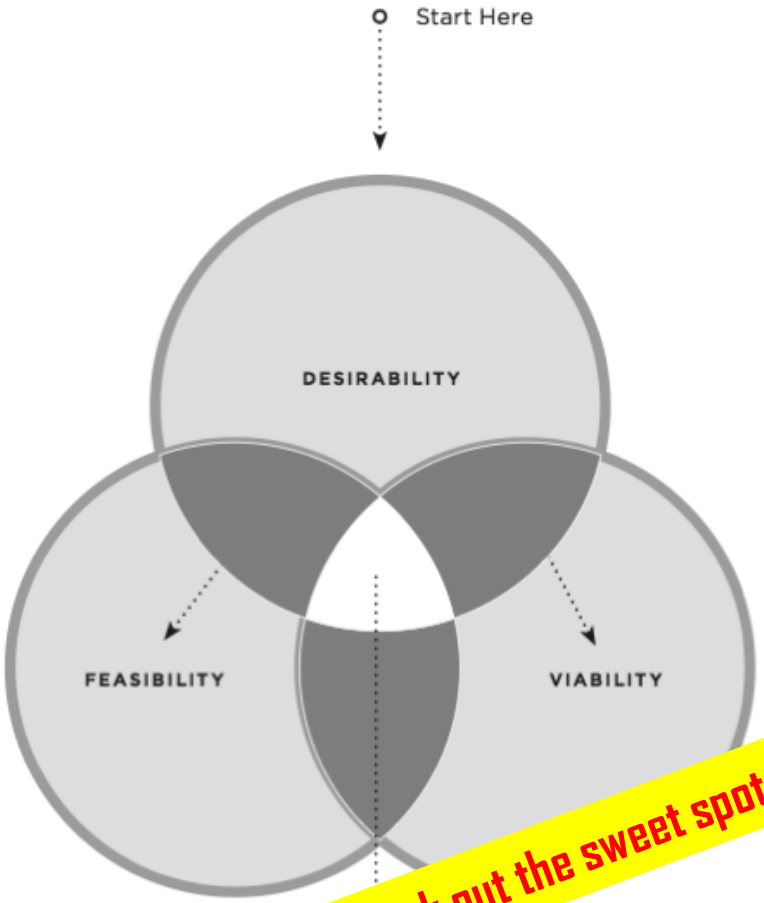
Failing in order to Succeed …

7

"*Position yourself to fail small in order to Succeed Big …*"

We need to fail rather than Fail ….

Finding the sweet spot …



…s that emerge at the
…f the Human-Centered Design
should hit the overlap of these
three lenses; they need to be
Desirable, Feasible, and Viable.

We need to seek out the sweet spots …

Source : www.ideo.com

Bruising Innovation Lessons

Working in the weeds …

"Problems are generally messy and have no ideal solutions

Don't waste your time looking for ideal solutions…

Source: https://rumblytumbly.com/2016/02/04/caramel-pecan-sticky-buns/

Sharing value around …

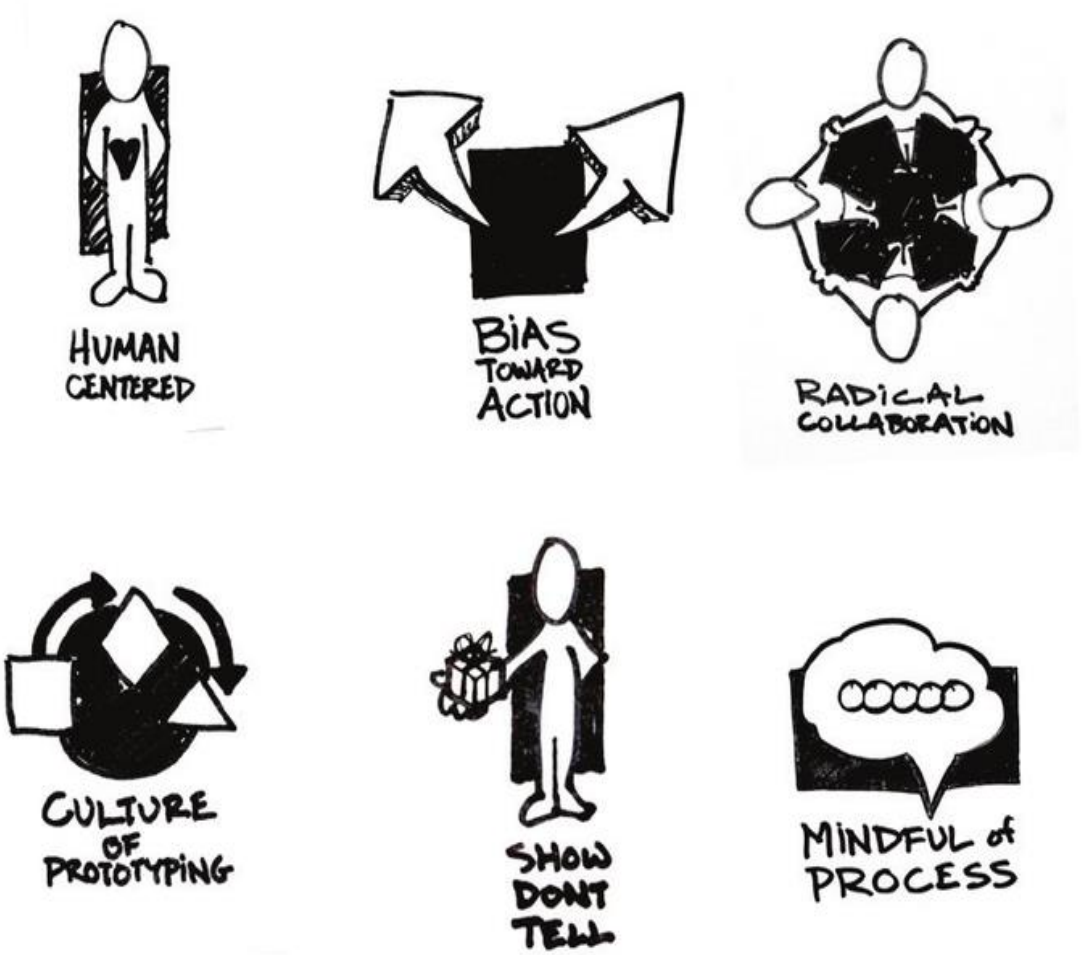
10

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

Thinking like a designer …

Thinking Differently

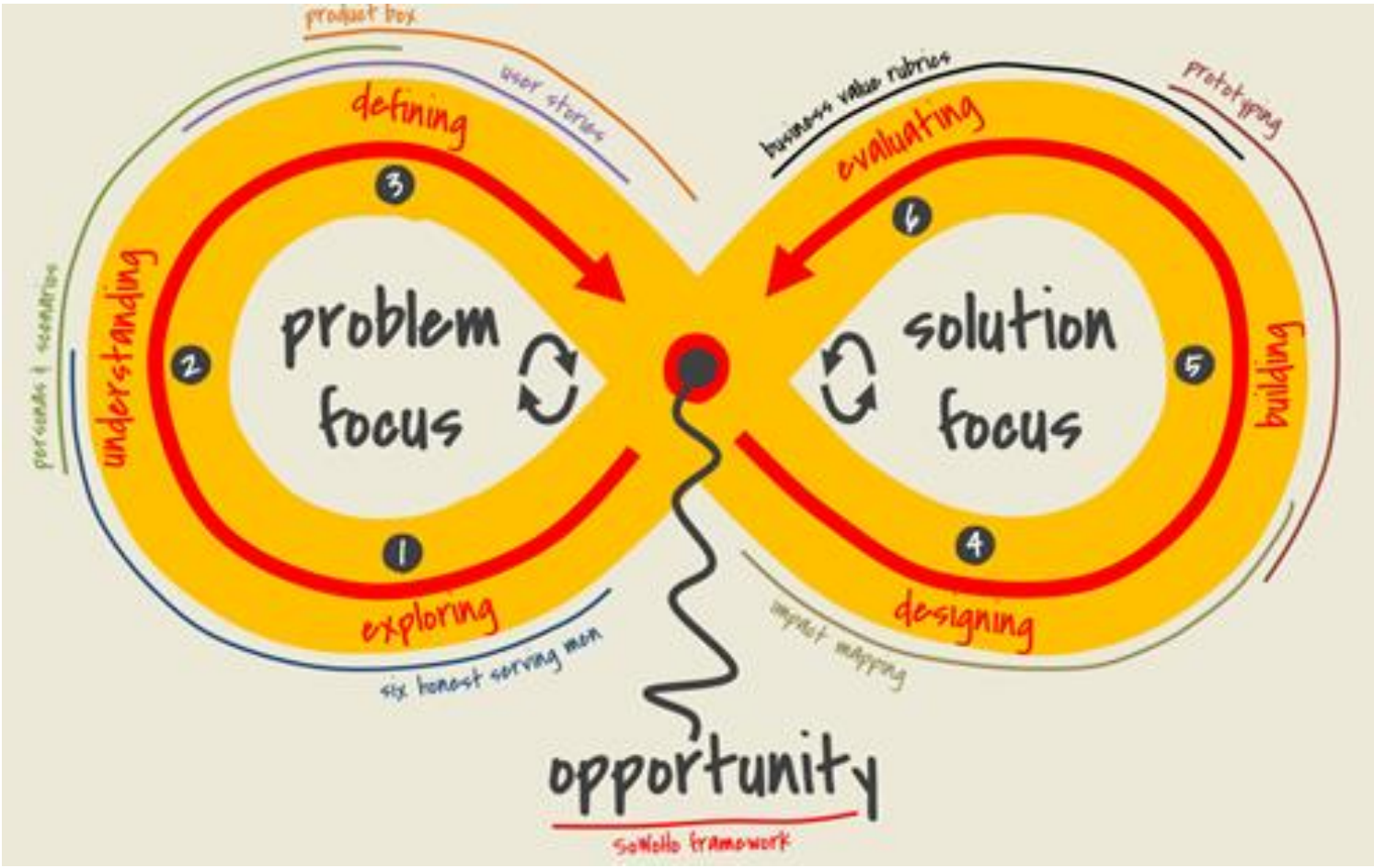
Design Mindset is …



Thinking Differently

bootcamp 2008

Design Approach is …



Thinking Differently

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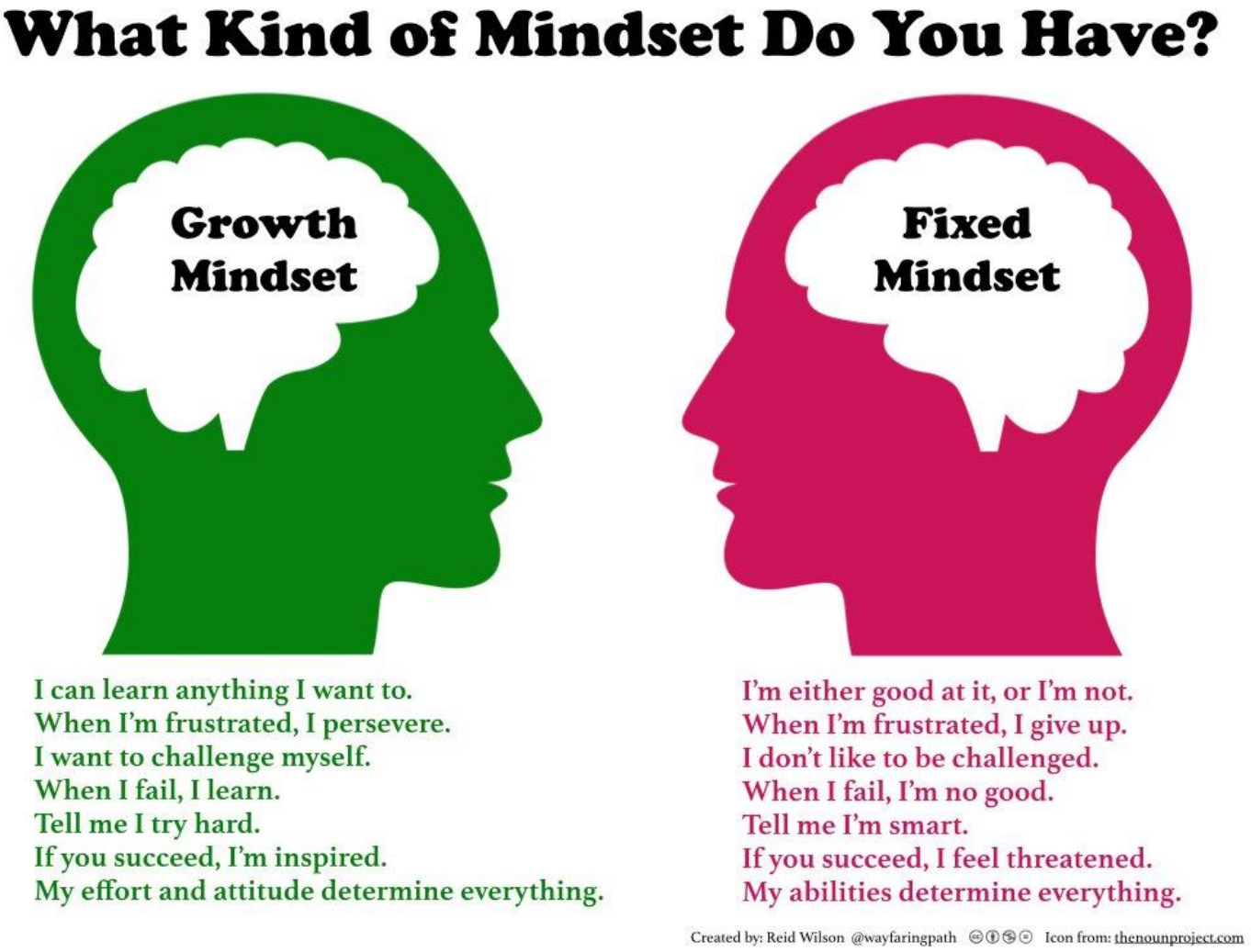
An innovation mindset …



Thinking Differently

Source: http://www.business.com/sales-and-marketing/a-strategy-for-applying-the-growth-mindset-concept-to-your-business/

Many Thanks

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