

# Northumbria Research Link

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# Design Thinking – Myth or Magic?

- Design Thinking as a methodology?
- What is Design Thinking?
- Based/substantiated on empirical studies?
- Don Norman?
- Design Thinking = new professional status?
- Badke-Schaub *et al* detailed critique?

Provide a clear definition of Design Thinking as a process...evaluated...objectivity...

# Design Thinking – Myth or Magic?

***“...many aspects of design thinking are common across the different [design] domains...”***

***“...design thinking is something inherent within human cognition...”***

***“...one way of studying thinking that has helped particularly to develop better understanding has been through case studies of designers at work.”***

**Nigel Cross, *Design Thinking*, Berg, Oxford, 2011.**

# Design Thinking – Myth or Magic?

*“...common features...to innovative design:*

*strong commitment*

*personal motivation*

*courage to take risks*

*prepared to fail*

*defining or framing the problem*

*holistic thinking*

*hard work [99% perspiration]*

*sketching/drawing...”*

Nigel Cross, *Design Thinking*, Berg, Oxford, 2011.

# Design Thinking – Myth or Magic?

*“Three key strategic aspects of design thinking appear to be common across all these studies:*

- 1. Taking a broad ‘systems approach’ to the problem, rather than accepting narrow problem criteria;*
- 2. ‘framing’ the problem in a distinctive and sometimes rather personal way; and*
- 3. Designing from ‘first principles’.”*

Nigel Cross, *Design Thinking*, Berg, Oxford, 2011.

# Design Thinking – Myth or Magic?

## Talking points

- \* Why do we want to make it clear? Why can't we celebrate fuzziness?
- \* Design has been expanding ferociously from the design of objects that we use on a daily basis to cities, landscapes, nations, cultures, bodies, genes, political systems, the way we produce food, to the way we travel, build cars and clone sheep [Latour, 2008].
- \* Thus, from Archer's hospital bed to the organisation of global businesses...to the 21<sup>st</sup> century healthcare systems...
- \* Design Thinking definition is too broad. Is a singular definition possible and/or helpful?
- \* Designers are T-shaped thinkers? Seymour's Specialist Executors and Polymath Interpolators?

# **Design Thinking – Myth or Magic?**

**Talking points [contd.]**

**\* Why...**