

Social Innovation

Design Thinking

Bikash Dahal
October 09, 2022

Social Innovation

The schedule

- ~~Week 1: Definition and Concept of Social Innovation~~
- ~~Week 2: Theories and Frameworks of Social Innovation~~
- ~~Week 3: Types and field of Social Innovation~~
- ~~Week 4: Who is a Social Innovator?~~
- Week 5: Design Thinking
- Week 6: Designer's mindset

Social Innovation

The schedule

- Week 7/8: New Business Models
- Week 9: Integrating social into business models
- Week 10: Turning ideas into minimum viable product
- Week 11/ 12: Sustainability and Social Innovation
- Week 13: Network and capacity building
- Week 14: Supporting social Innovation
- Week 15/ 16: Good practices in Social Innovation

Social Innovation

Design Thinking

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Learning Objectives

- To understand the concept of Design Thinking
- To acquaint with the steps in design thinking
- To integrate design thinking in further idea generation
- To learn to relate previously discussed topics in relation to design thinking

What is Design Thinking

- Design thinking is generally defined as an analytic and creative process that engages a person in opportunities to experiment, create and prototype models, gather feedback, and redesign (Razzouk, R., & Shute, V. (2012). What Is Design Thinking and Why Is It Important? *Review of Educational Research*, 82(3), 330–348. <https://doi.org/10.3102/0034654312457429>)
- ‘Design Thinking’ has been part of the collective consciousness of design researchers since Rowe used it as the title of his 1987 book (Rowe, 1987)

What is Design Thinking

<https://www.hotjar.com/design-thinking/vs-human-centered-design/>

“Design Thinking can be considered a process as well as a mindset, and is widely viewed as [a holistic and creative approach] for addressing ‘wicked problems’ [where multiple spheres and fields collide] and exploring better future” (Docherty, 2017)

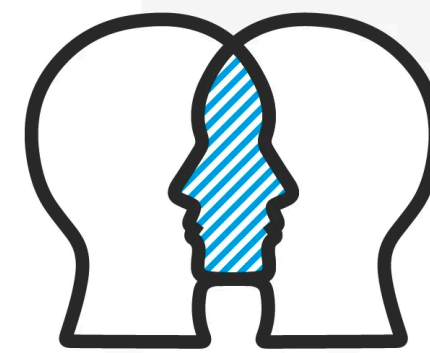
Design thinking combines user needs with the feasibility and viability of creating the product to those specs.

Process in Design Thinking

<https://www.interaction-design.org/literature/article/what-is-design-thinking-and-why-is-it-so-popular>

- 5 steps of Design Thinking
 - Empathize
 - Define
 - Ideate
 - Prototype
 - Test

Design Thinking



Empathize



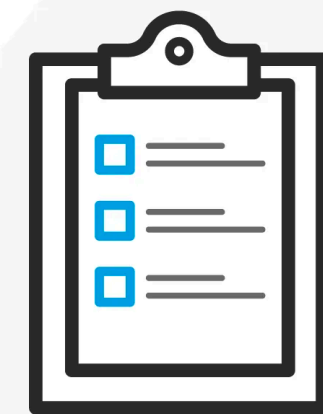
Define



Ideate



Prototype



Test

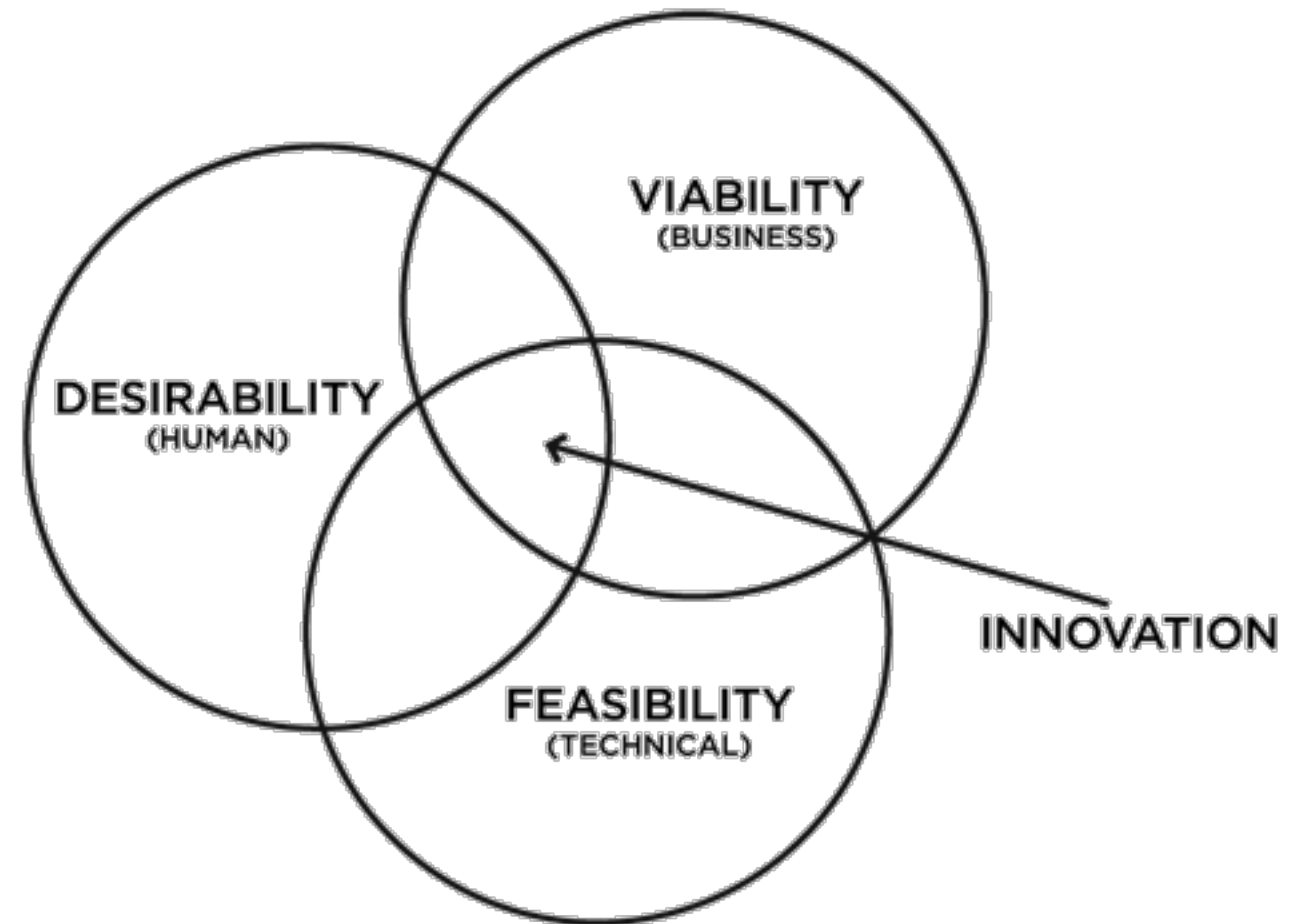


Where does Innovation lie?

<https://uxdesign.cc/design-thinking-an-enabler-for-social-innovation-a94ada5aa432>

- Three factors to consider
 - Viability (Business oriented)
 - Desirability (Human centered)
 - Feasibility (Technical aspect)

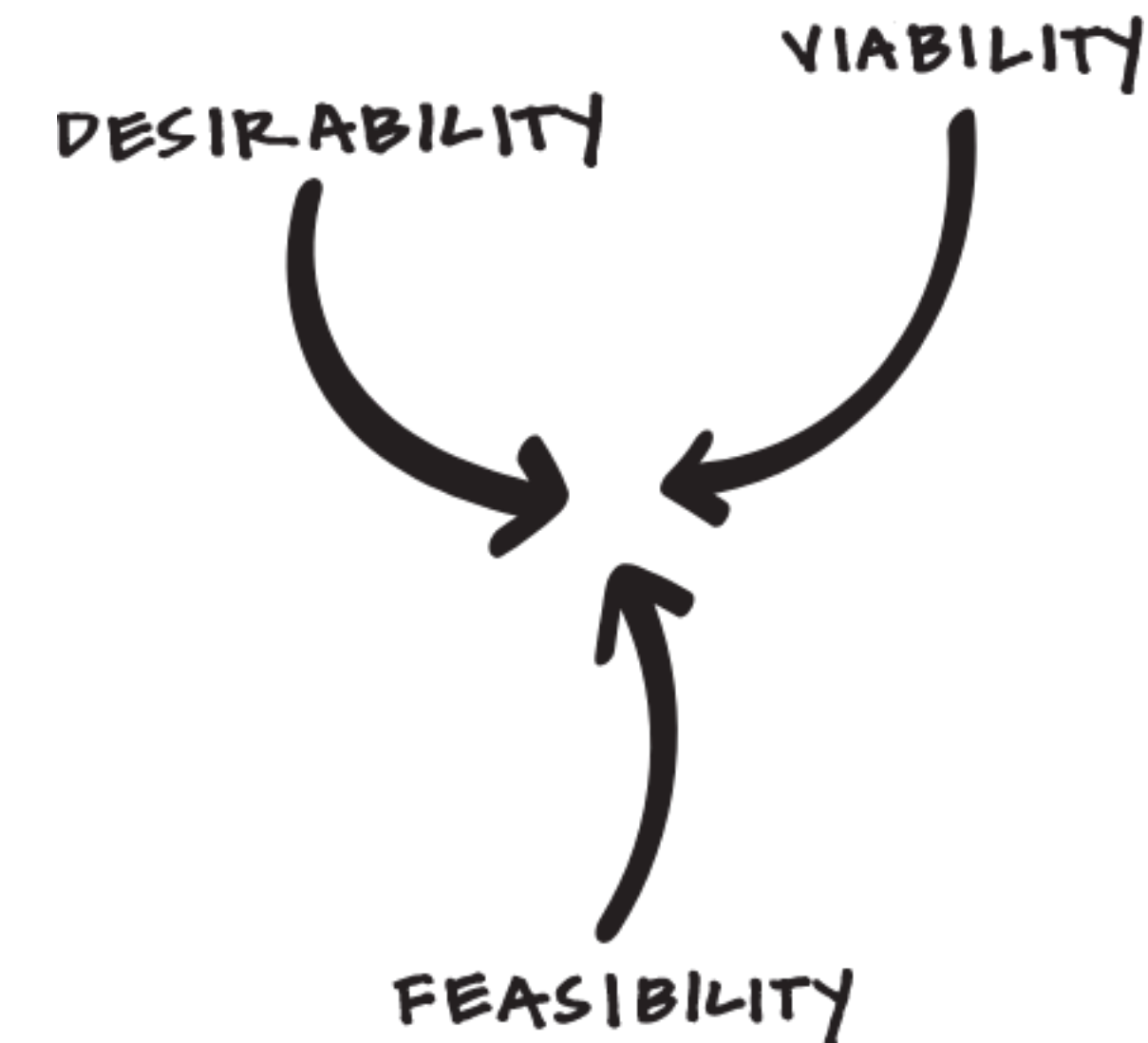
- Innovation come when these three factors work together



Where is Design Thinking?

<https://designthinking.ideo.com>

- Viable solution
 - Optimal
 - Relatable
- Feasible solution
 - Possibility
- Desirable solution
 - Necessity



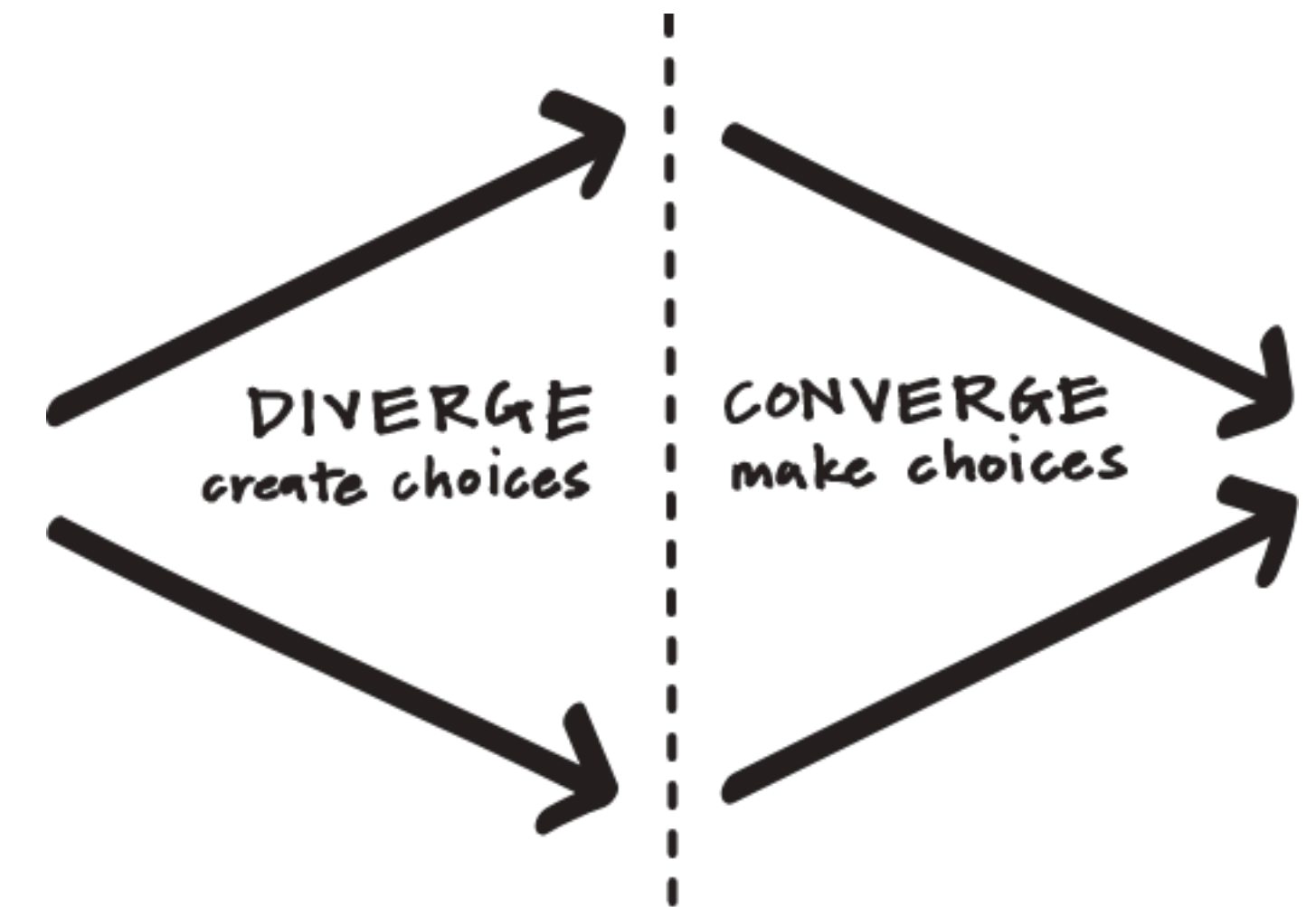
The intersection where design thinking lives

IDEO

Two types of thinking

<https://designthinking.ideo.com>

- We think in two ways
 - Divergent thinking approach helps us come up with multiple choices
 - Convergent thinking helps us make choices



Divergent and convergent thinking

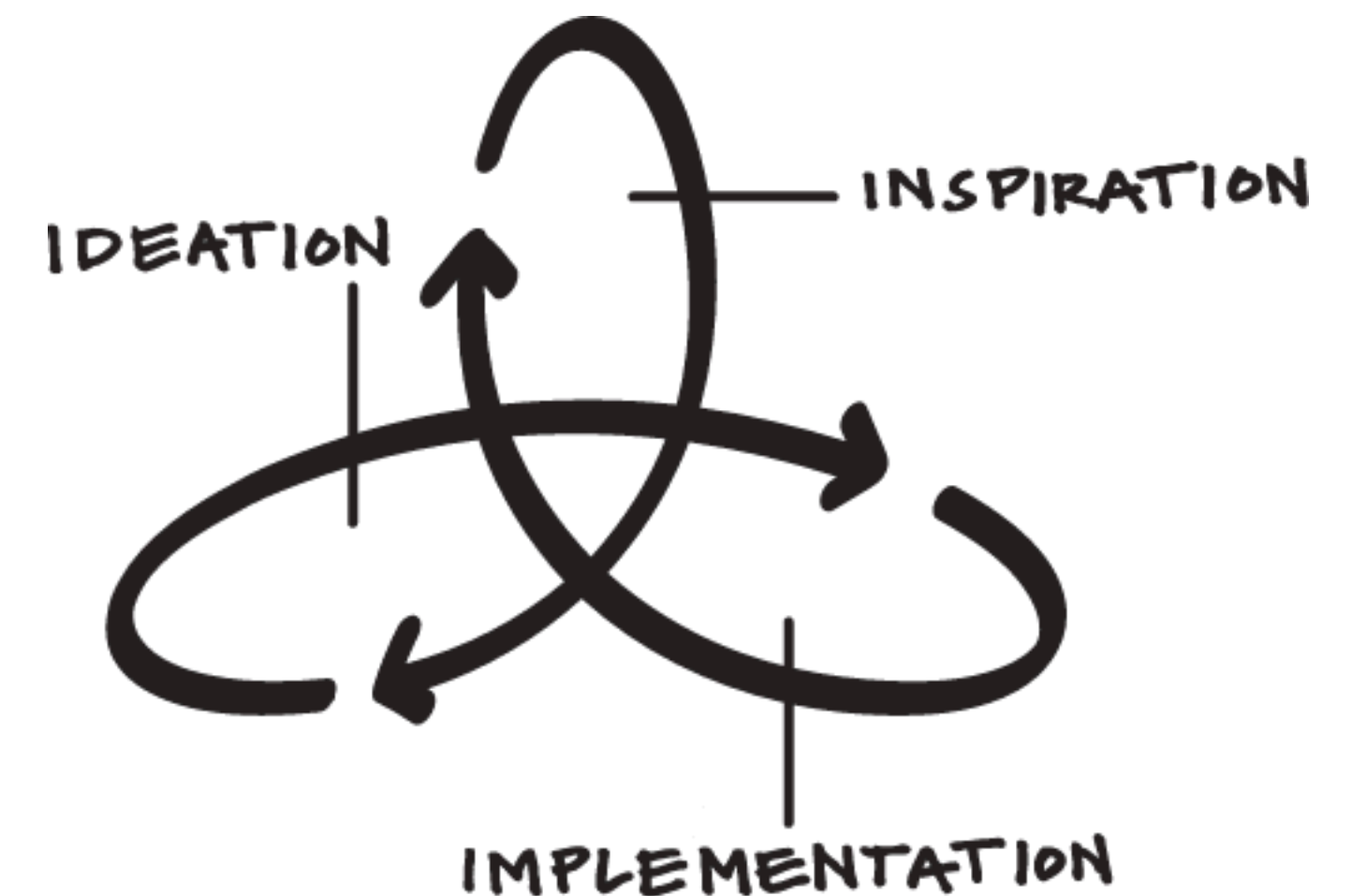
IDEO

Core activities of Design Thinking

<https://designthinking.ideo.com>

- Ideation
 - Helps in the phase of generating ideas
 - Fosters our creativity
- Inspiration
 - Provides inspiration to work further
 - Shows the path ahead

- Implementation



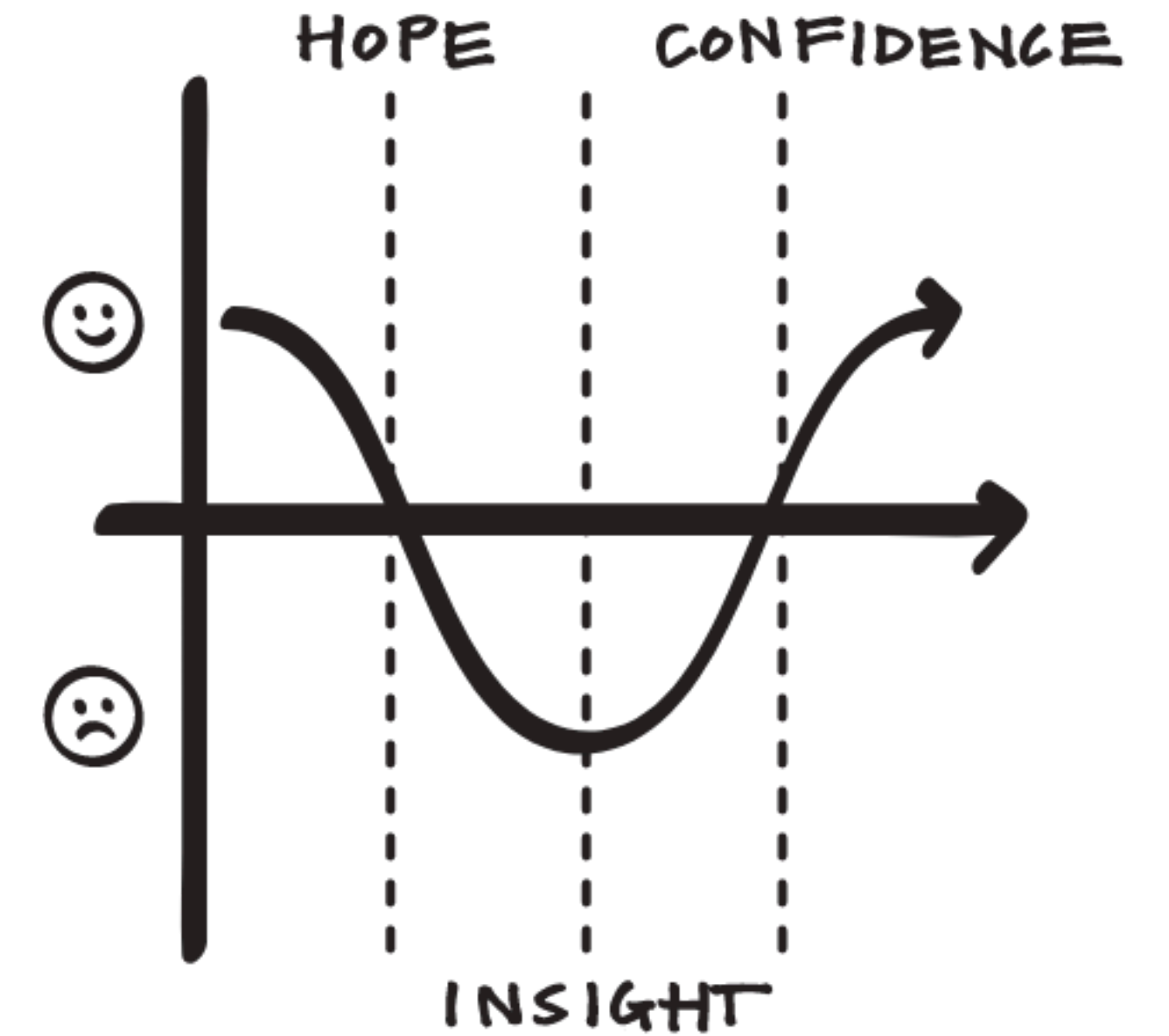
The 3 core activities of design thinking

IDEO

The journey

<https://designthinking.ideo.com>

- The journey of any project gives us high hopes in the beginning
- It then gives us a lot of stress but gradually it leads us to gain confidence



How the journey of a project feels

IDEO

When Design Thinking

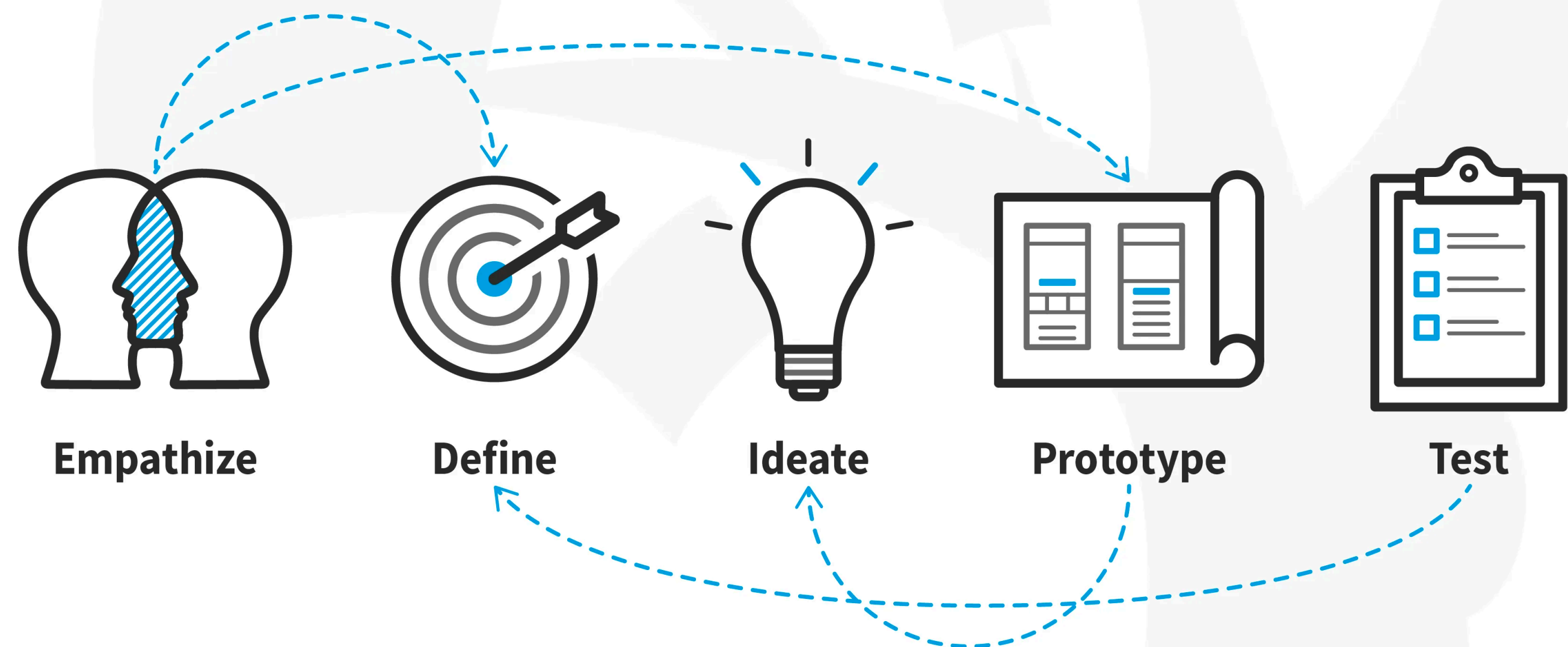
- What are the needs?
- How will you solve them?
- Why does it matter?
- Who is your target group?

Process in Design Thinking

<https://www.interaction-design.org/literature/article/what-is-design-thinking-and-why-is-it-so-popular>

- It is a 5 stage process
 - Empathize
 - Define
 - Ideate
 - Prototype
 - Test

Design Thinking: A 5-Stage Process



Interaction Design Foundation
[interaction-design.org](https://www.interaction-design.org)

How will you use design thinking?

- Think of a socially innovative idea
- Try working on it from a design thinking perspective
- Do take into considerations previously learnt concepts, theories and frameworks on SI
- Keep trying and seek help from your circle of friends, and family

Takeaways from this session

- Design thinking is important for social innovation
- Design thinking helps simplify the process of Social Innovation
- It is to be used with other tools

Our learning for next session

- Designer's mindset
- Its relevance to Social Innovation

References

1. Weerakoon, C., & McMurray, A. (Eds.). (2020). Theoretical and Practical Approaches to Social Innovation. IGI Global.
2. Taylor, J. B. (1970). Introducing social innovation. *The journal of applied behavioral science*, 6(1), 69-77.
3. Godói-de-Sousa, E., & Júnior, V. M. V. (2013). Social Enterprises in Brazil: Socially Produced Knowledge Versus Social Innovation. *Journal of Technology Management & Innovation*, 8(3), 166-176
4. <https://designthinking.ideo.com>
5. <https://www.transform-project.eu/citizen-engagement/design-thinking-for-social-innovations/#:~:text=DESIGN%20THINKING%20FOR%20SOCIAL%20INNOVATION,communities%20and%20For%20end%20users.>

Key terminologies

- Divergent and Convergent thinking
- Adaptability/ Replicability/ Scalability
- Human Centered Design
- User Experience

Thank You!