

Social Innovation

Unit 6: Designer's mindset for Social Innovation

This unit is focused on understanding the designer's mindset. To do so, we will seek answer to the follow questions

- Who is designer?
- Can you become a designer?
- What is the role of a designer?

The learning objectives of this unit is to

- Learn about the attributes of a designer
- Integrate these attributes into practice
- Understand a designer's mindset
- Use the learned aspects in the ventures ahead

The concept of design mindset talks about a creative mindset and the approach to get to that is taking a user centered approach. As per a report by IFTF in 2020 one of the key skill in the future is to be able to use the designer's mindset.

Design is a subset of technical feasibility, appeal and business. It is simply about understanding what we can do, what users will love and what is valuable. This leads us to understanding the design mindset within the seven points below.

- Build to think
- Embrace constraints
- Be visual
- Work with interdisciplinary teams
- Everything is a prototype
- Take a beginner's mindset
- Selectively pause feasibility

Therefore, we can see that it is better to have many ideas than one perfect idea. It is also important to follow a certain process to foster creativity. It is always important to be prepared for feedback and in case of necessity seek for it as well. This also means reframing a problem becomes easier and makes the process convenient. Herein design mindset makes the innovation extraordinary.

The intuition, mission and satisfaction plays a vital role in have a proper design mindset. It is also important to be passionate, story oriented and be able to network with people from different background. A design mindset also makes the idea more visual and concrete and it is very important to make it so.

As an individual or organization have a design mindset everything is a prototype. This means quick to build, quick to test strategy during the process of innovation. Nothing comes easy and similar is the case when it comes to social innovation. Therefore, we should take a step by step approach. It is also called starting small and smart or 3S approach.

RESTART business model as proposed by Jorgensen, S and Pedersen, L.J.T in 2018 gives us an idea about creating a design mindset as well.

- REDESIGN rather than standstill
- EXPERIMENTATION rather than turnaround
- SERVICE - LOGIC rather than product - logic
- THE CIRCULAR rather than linear economy
- ALLIANCES rather than solo - runs
- THREE - DIMENSIONALITY rather than one - dimensionality

This is important because

- ... they will require REDESIGN
- ... which necessitates controlled EXPERIMENTATION
- ... and be characterized by SERVICE - LOGIC
- ... based on ideas from THE CIRCULAR ECONOMY
- ... which will make ALLIANCES even more important,
- ... in order to achieve the right RESULTS... in a world where the scorecard is THREE - DIMENSIONAL.

We can see that having a design mindset is critical for social innovation. Design thinking is one of the tools that is use to expand the design mindset. Having a design mindset also helps minimize biases.

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