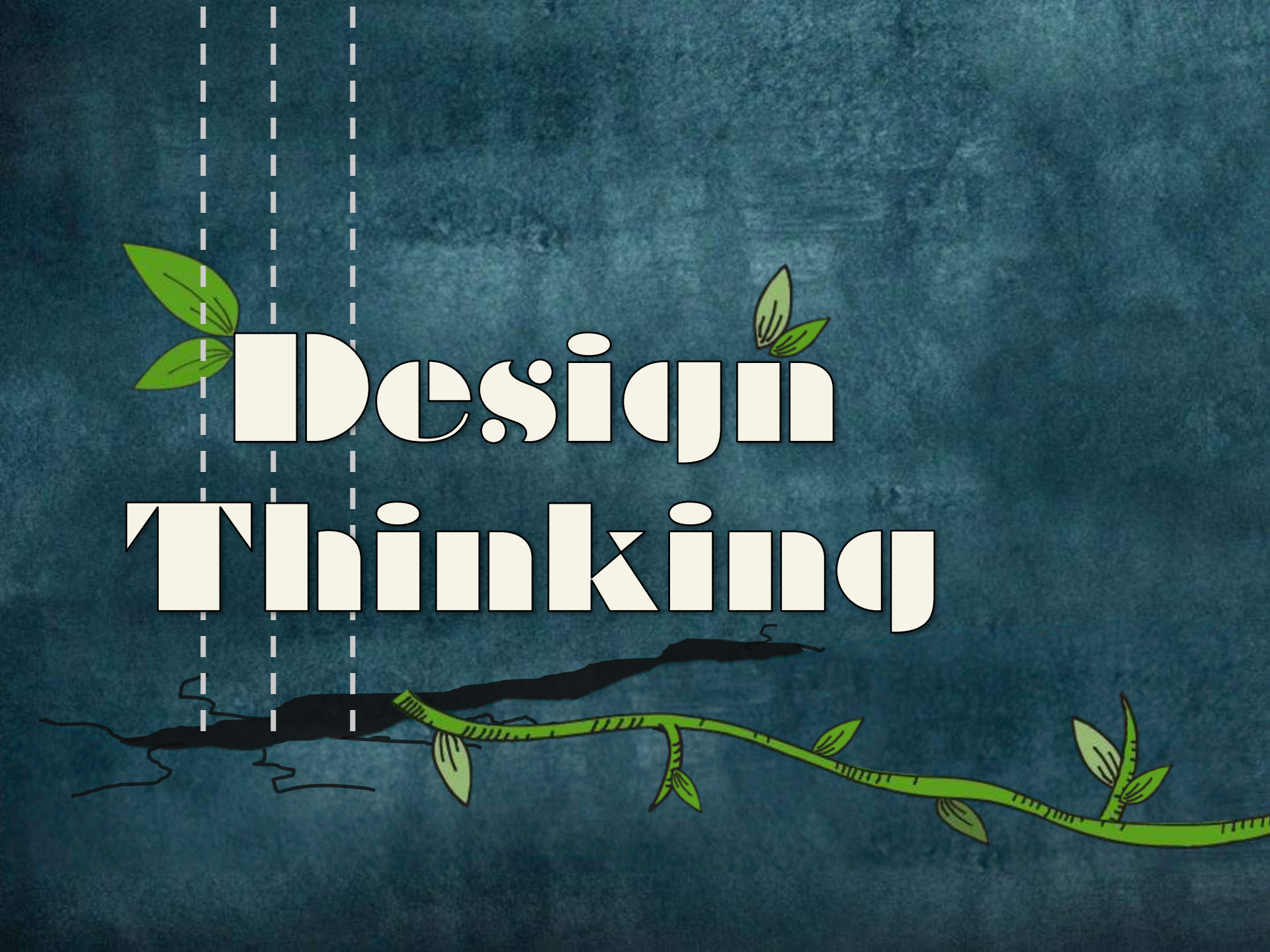
Design
Thinking

Introduction

Introduction | Design process | Research | Ideate | Prototype | Test | Overview

INTERNATIONAL

Growth Fixed

Logic *Intuition*

Tukanga

[Process].

Uncertainty / Patterns / Insights

Clarity / Focus

Research Ideate Prototype Test Deliver

Design process

Research → Ideate → Prototype → Test

Kaupapa

[Stages].

Research

GAIN EMAPTHY: CULTURE & CONTEXT

Research

Research

BLAH
blah
BLAH
BLAH
Blah
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BLAH
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BLAH
BLAH
BLAH
Blah
blah
Blah
BLAH
blah
BLAH
Research

Perspective taking
Recognising emotion
Staying away from judgment
Communication
EMPATHY

Research

NEEDS

INSIGHTS

Research

Research

Research

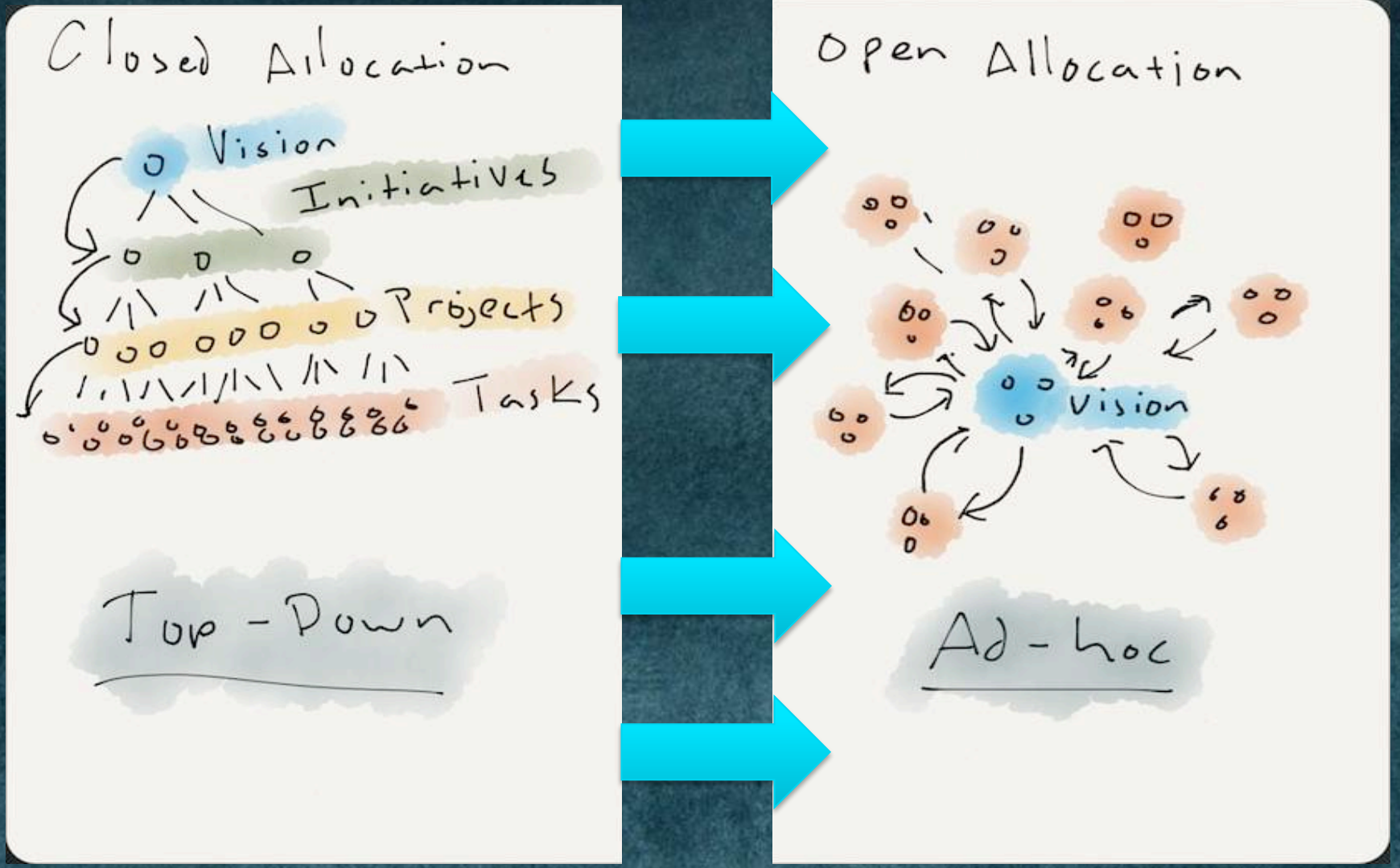
BRAINSTORM

COLLABORATIVE SOLUTIONS

NEW IDEAS!

Ideate

Ideate

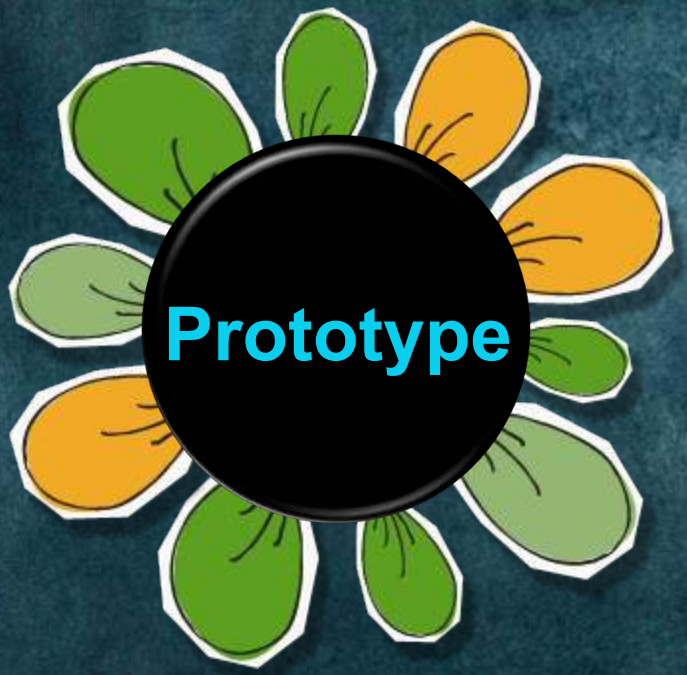

Closed Allocation
Vision
Initiatives
Projects
Tasks
Top-Down
Open Allocation
Vision
Ad-hoc

Ideate

VISUAL
VERBAL
Ideate

Research Ideate

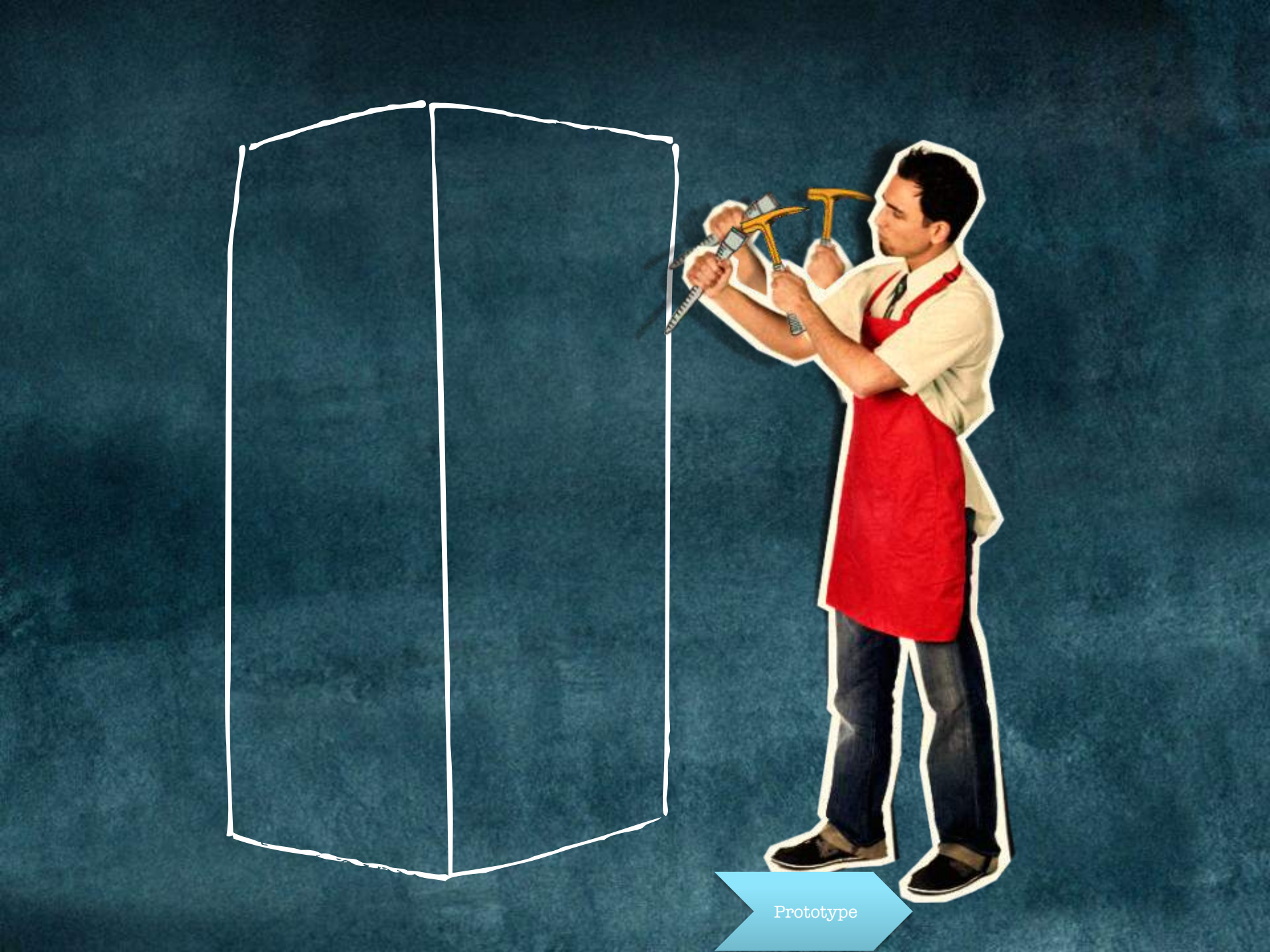
Ideate



BUILD

MAKE ~ CREATE!!

Prototype


Prototype

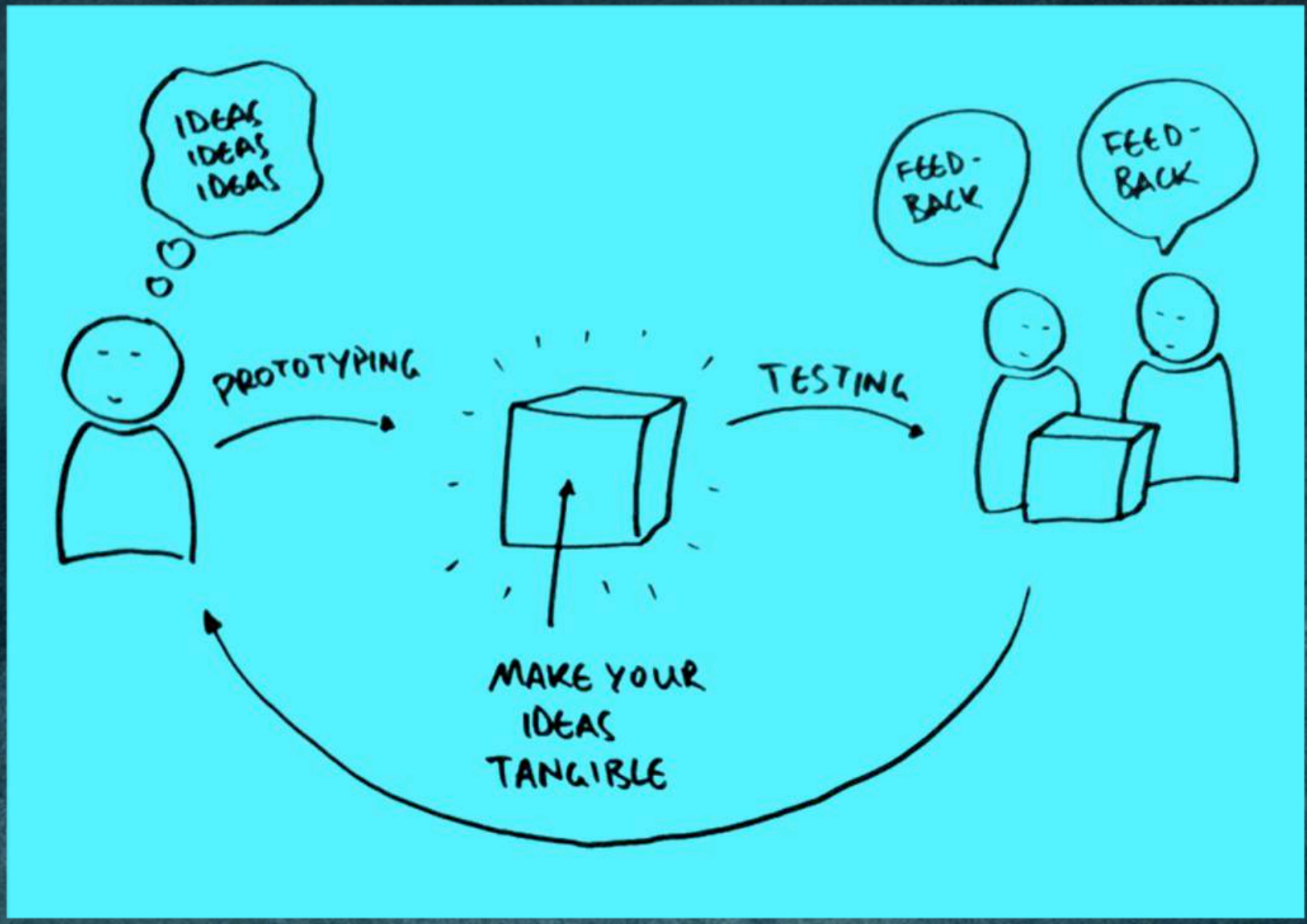
Prototype

Research Ideate Prototype

DOES IT

WORK WITHIN THE CONTEXT & CULTURE?

Test


IDEAS
IDEAS
IDEAS
PROTOTYPING
MAKE YOUR
IDEAS
TANGIBLE
TESTING
FEED-
BACK
FEED-
BACK

Test

Ecosystem approach

Test

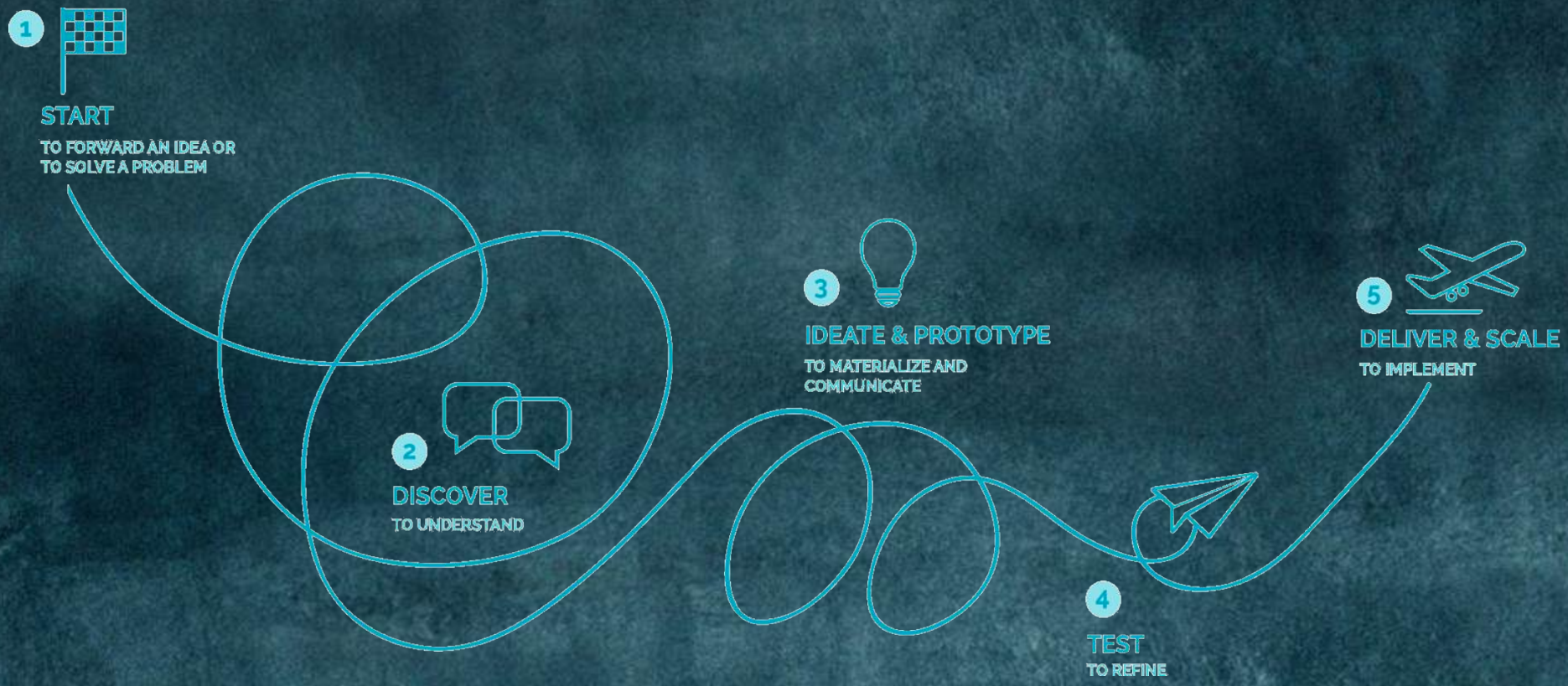
Research Ideate Prototype Test

Test

Tiro whānui

[Overview].

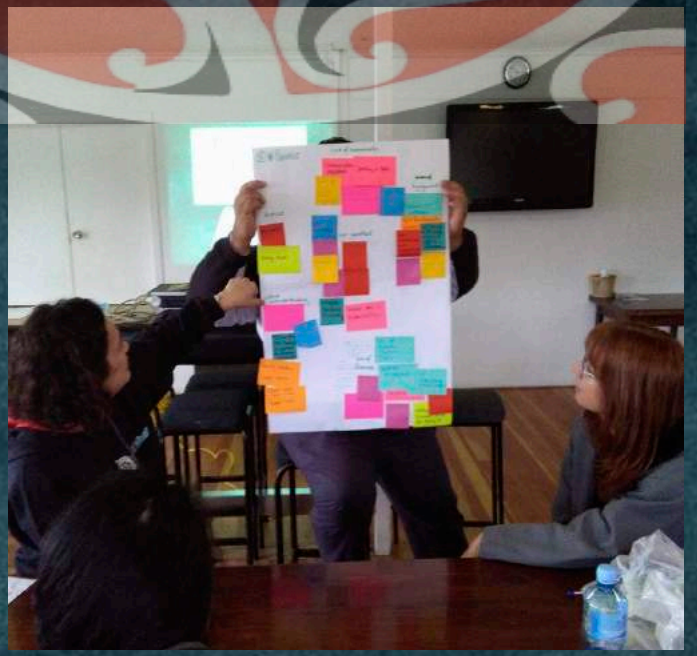
Overview


1
START
TO FORWARD AN IDEA OR
TO SOLVE A PROBLEM
2
DISCOVER
TO UNDERSTAND
3
IDEATE & PROTOTYPE
TO MATERIALIZE AND
COMMUNICATE
4
TEST
TO REFINE
5
DELIVER & SCALE
TO IMPLEMENT

Overview

CASE STUDY: NEPAL

TOI TANGATA™



WHĀNAU<HAPŪ>IWI

HUMAN-CENTERED

EMPATHETIC

COLLABORATIVE

ECOSYSTEM THINKING

Overview

FAIL FAST

ITERATIVE

CULTURE / PROCESS

FEEDBACK LOOPS

Overview

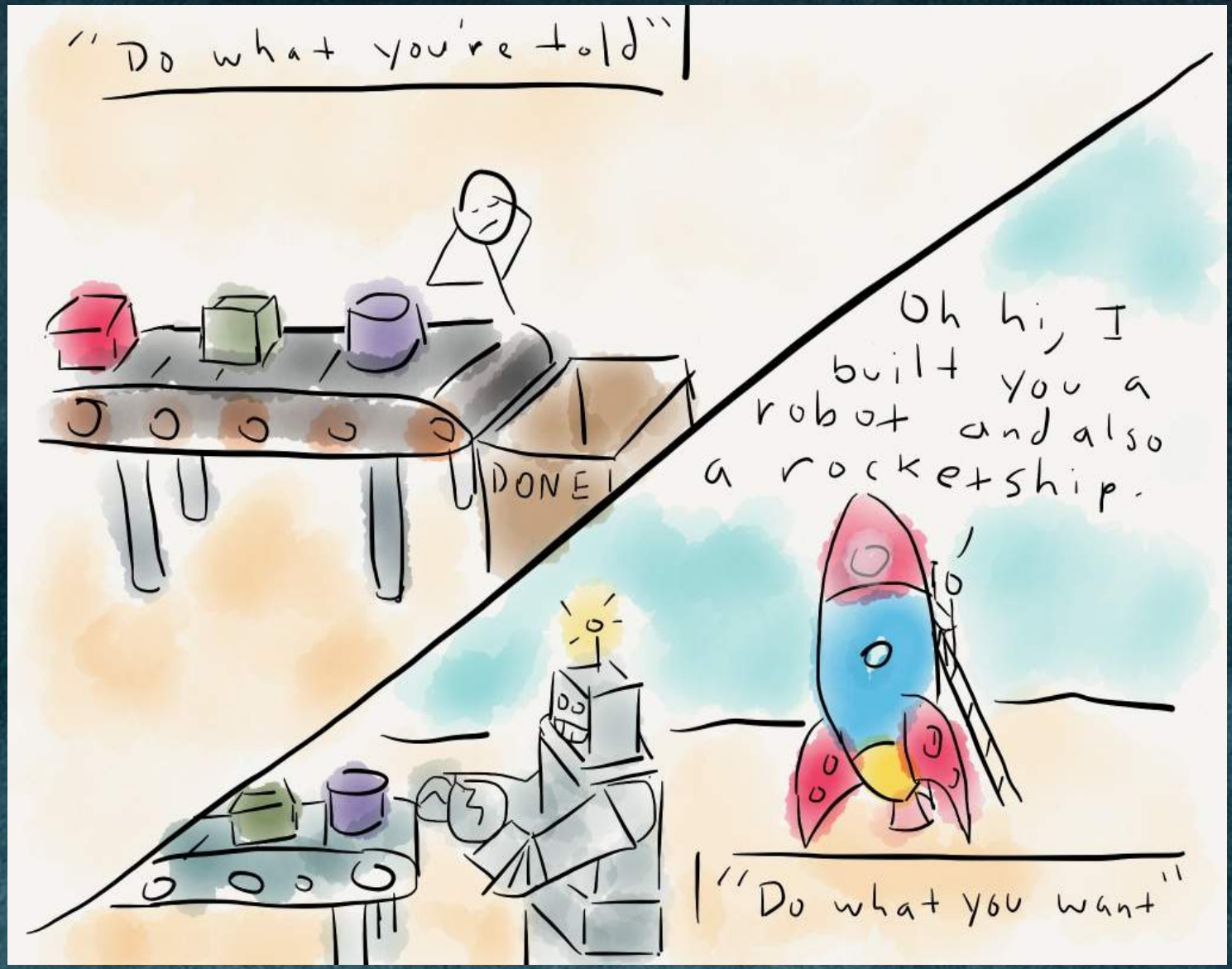
<AKO>

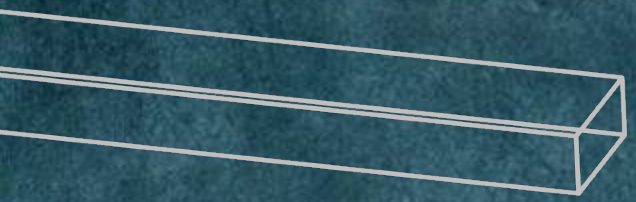
LEARNING PROCESS

ITERATIVE

SELF-DIRECTED

NON-LINEAR


"Do what you're told"
DONE!
Oh hi, I built you a robot and also a rocketship.
"Do what you want"



HOW CAN MĀORI
USE THIS PROCESS?

WHAT DOES INDIGENOUS
SOCIAL INNOVATION
LOOK & FEEL LIKE?

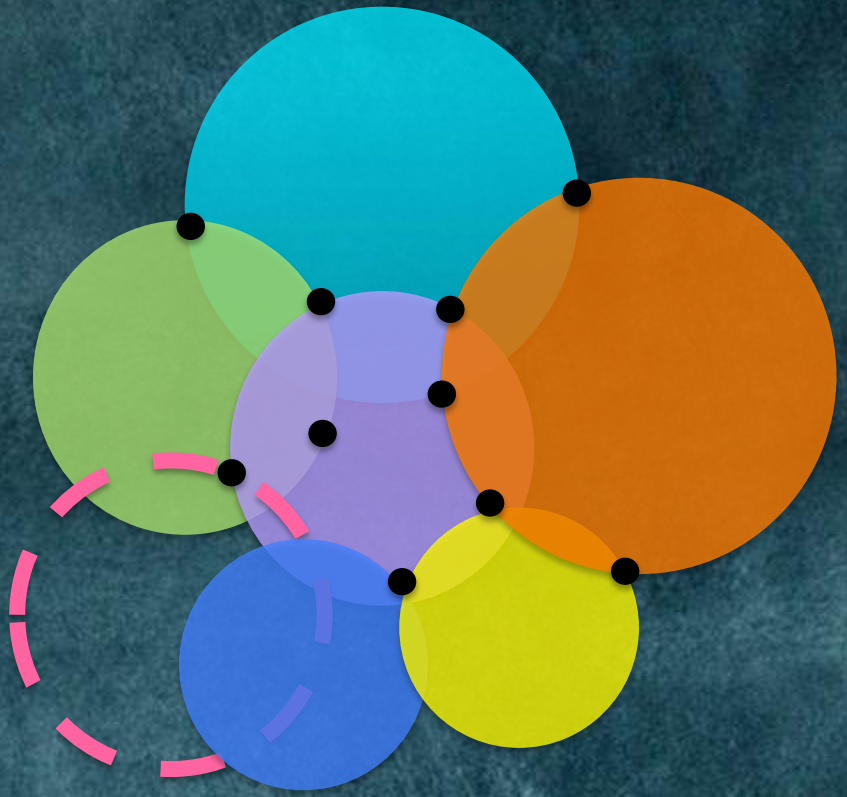
TIKANGA & ETHICS

WHAT DO WE ALREADY DO WELL?
AND WHERE CAN WE IMPROVE?

SERVICE DESIGN

Touchpoints in a linear journey

DESIGN THINKING



Create pathways through
an ecosystem of services