Creativity: Your Best Wicked Problem-Solving Tool

Facilitated by
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The Real Story

Design is not an aesthetic.

Design is everything.
We often don’t notice design
until it doesn’t work.

What is Design Innovation?

Design innovation is a systematic process for solving problems by prioritizing human needs above all else.

Wicked problem solving.

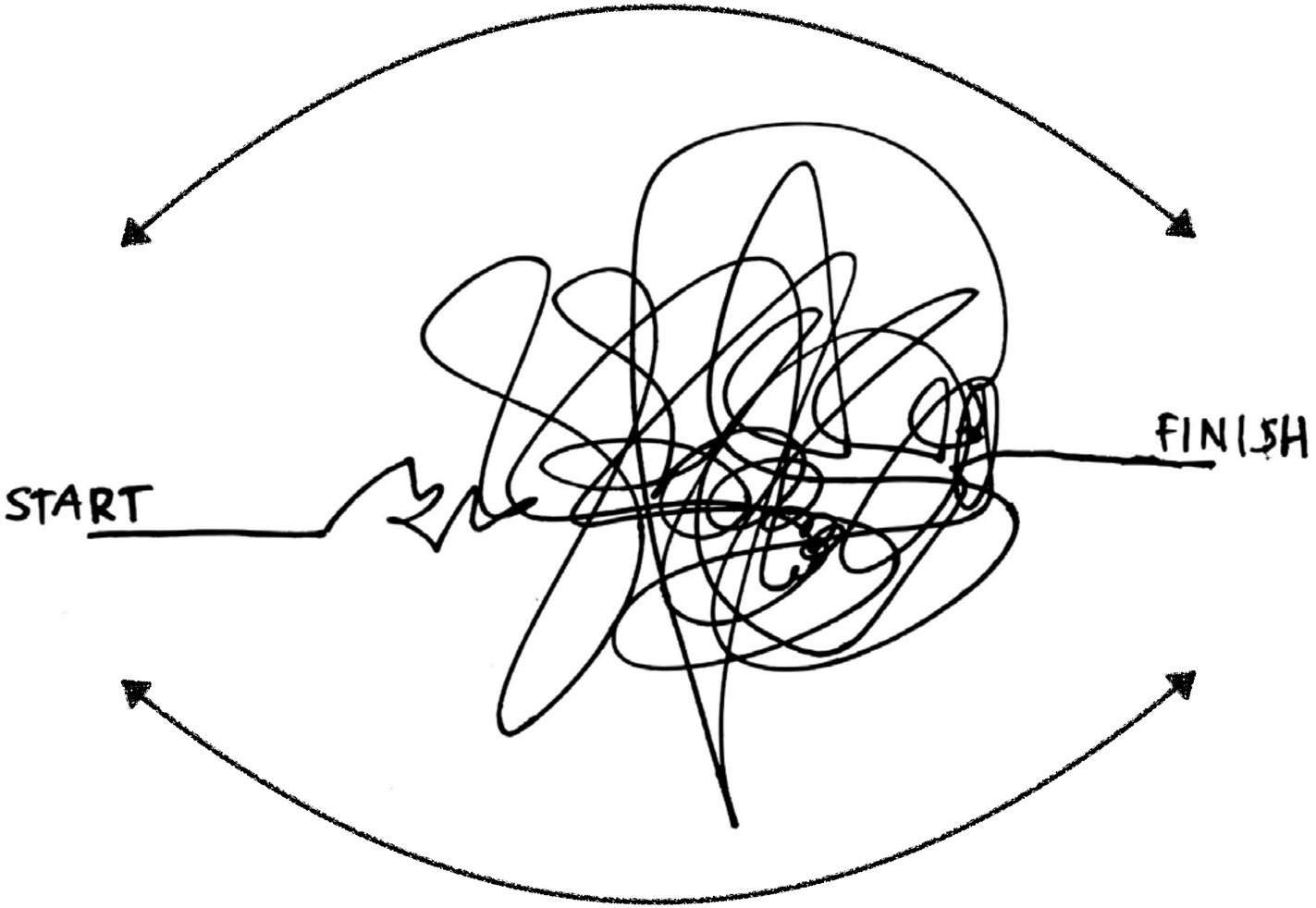
Common Assumptions

- What we do is “good enough”
- Design Innovation is for “others”
- Innovation is an oxymoron

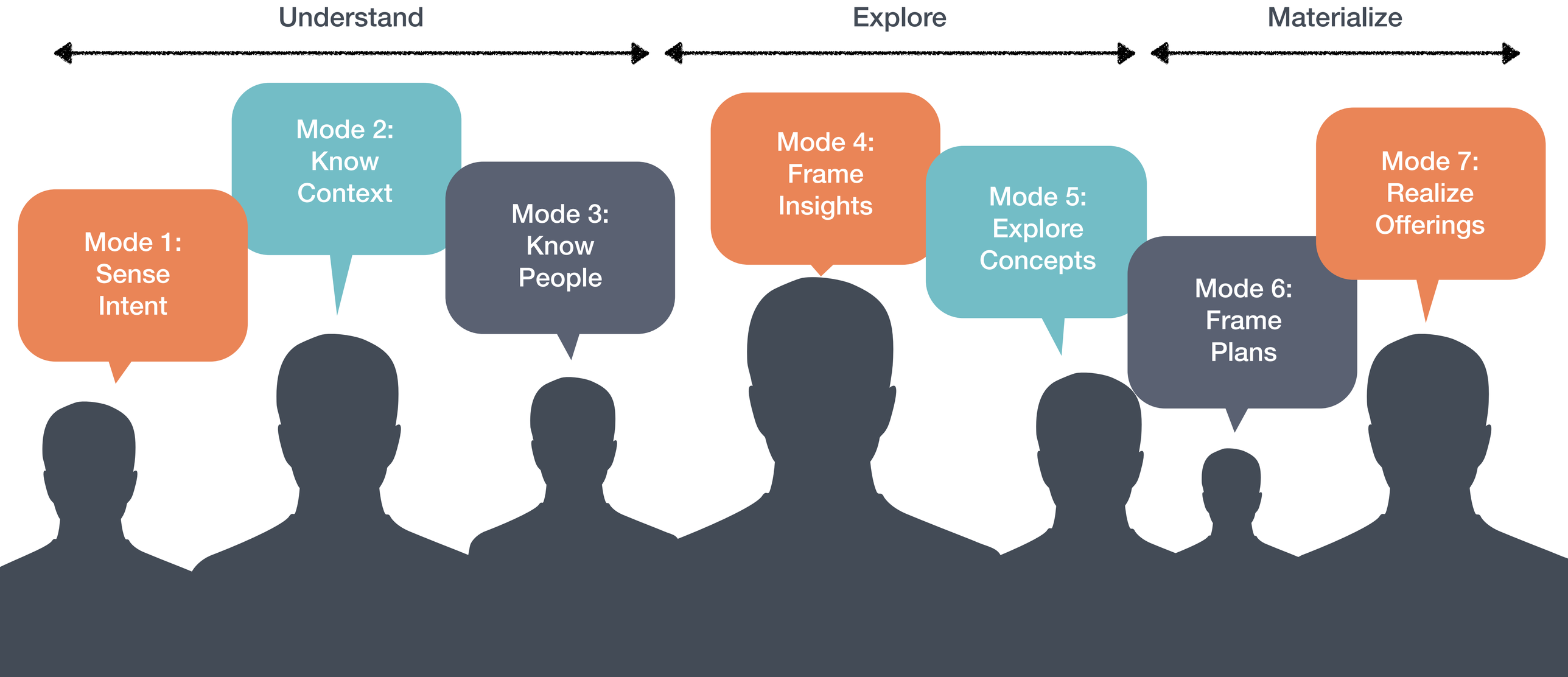
4 Core Principles of Design Innovation

- Build around human experiences
- Think of design as systems
- Cultivate design innovation culture
- Adopt a disciplined design process

The Design Innovation Process



7 Modes of Design Innovation Process



Sense Intent

Where do we start? Benchmarking!

- Study top trends
- See the big picture
- Develop hunches

Know Context

- Know timeline, resources and expectations
- Compare and contrast
- Communicating with stakeholders

Know People

- Empathy
- Ethnography
- Find unmet needs

Frame Insights

- Finding patterns
- Visualize
- Develop Frameworks

Explore Concepts

- Brainstorming
- Build on concepts
- Communicate

Frame Solutions

Generate Options

Evaluate Concepts

Organize Solutions

Realize Offerings

Refine Prototypes

Make it real

Retest and begin again

Understanding Methods

Understanding this process is an initial step in developing innovation in our students.

Thank you!

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