Interreg España - Portugal
Capitaliza_CTBio
Fondo Europeo de Desarrollo Regional
Fundo Europeu de Desenvolvimento Regional

UNIÓN EUROPEA
UNIÃO EUROPEIA

CTB Cluster Transfronterizo Biotecnológico
Mirando al futuro / Olhando para o futuro

Projeto Capitaliza_CTBio

Rumo à consolidação e expansão do Cluster Transfronteiriço Biotecnológico

USC Universidade de Santiago de Compostela

Ministerio de Hacienda y Función Pública

Zona Franca Vigo

bioga

Universidade do Minho

INL International Iberian Nanotechnology Laboratory

O projeto 0774_CAPITALIZA_CTBio_1_E é cofinanciado pelo Fundo Europeu de Desenvolvimento Regional (FEDER) através do Programa Interreg V-A España-Portugal (POCTEP) 2014-2020

Pensar diferente, Inovar melhor

Design Thinking para o fortalecimento de competências empresariais

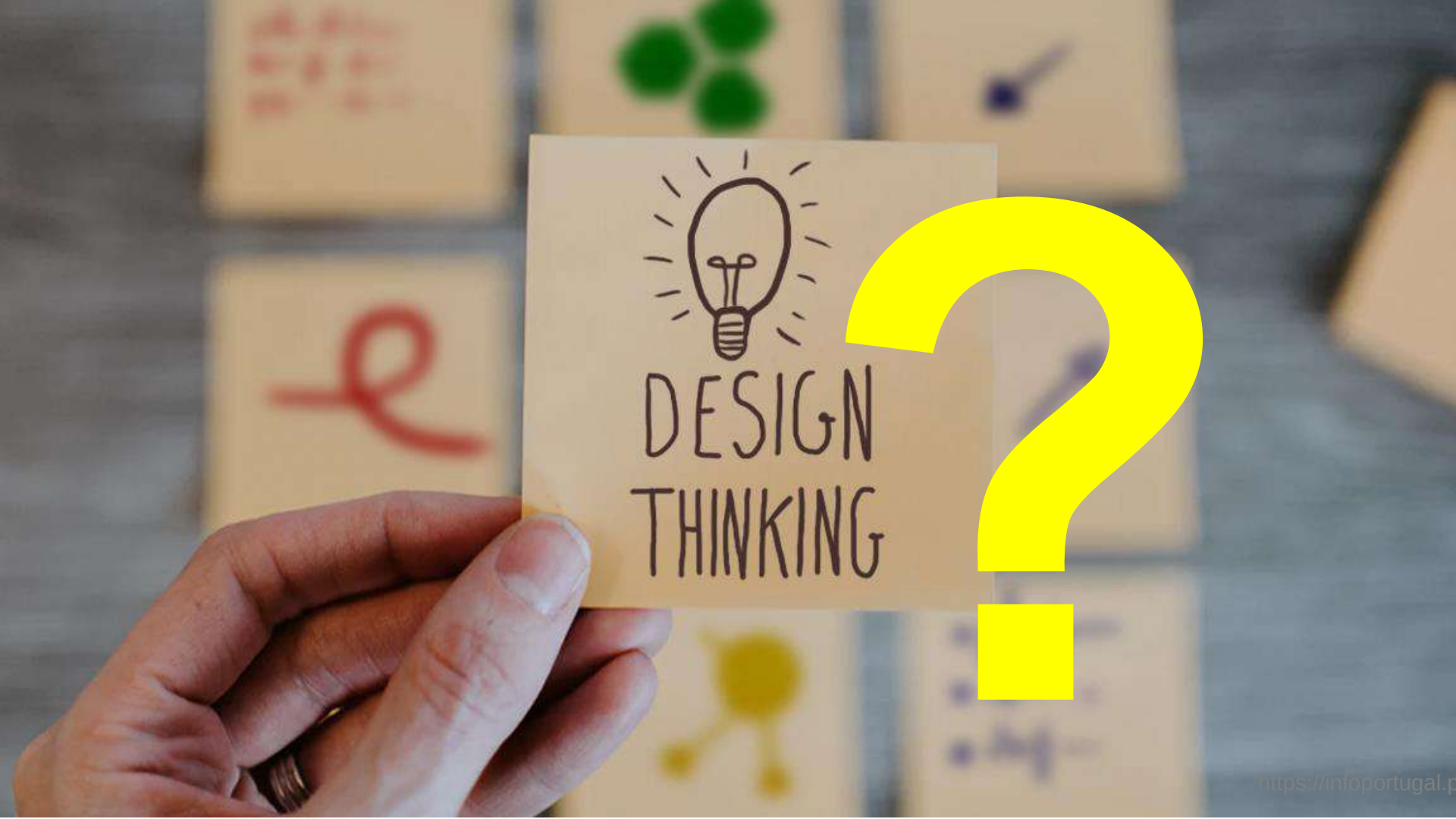
Workshop
21/03/2023

Rute Sousa

AGENDA

1. Introdução ao Design Thinking
2. Aplicação prática

   Intervalo
3. Aplicação prática (continuação)
4. Retrospetiva & Aprendizagens



https://infoportugal.p

DESIGN THINKING

David Kelley

Fundador da IDEO e do *Hasso Plattner Institute of Design* da Univ. Stanford

Tim Brown

Co-Presidente IDEO

Human centered design

Desenvolver

soluções criativas para problemas complexos,

de forma centrada na pessoa.

Doug Dietz

Designer Industrial da GE Healthcare

“Adventure Series”

“Adventure Series”

PENSAR COMO UM DESIGNER

Empatia

Colaboração

Experimentação

DESIGN THINKING

Método

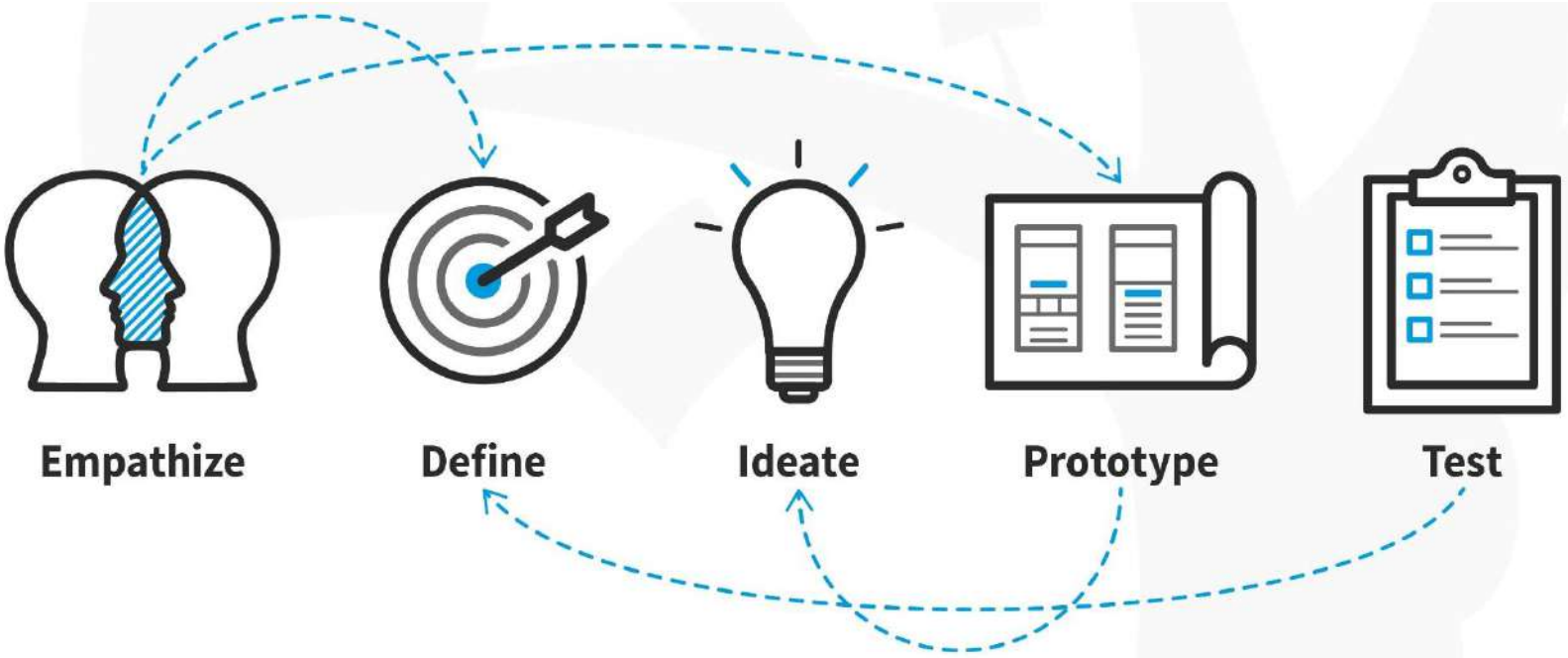
Mentalidade

Ferramentas

AS 5 FASES DO PROCESSO DE DESIGN THINKING

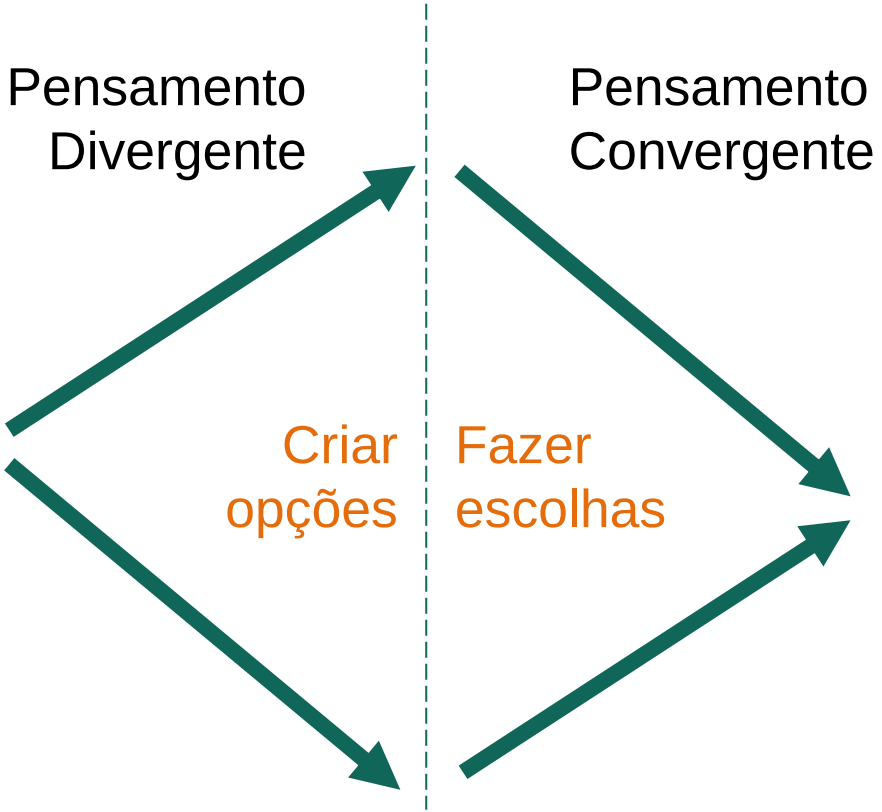
Stanford dSchool

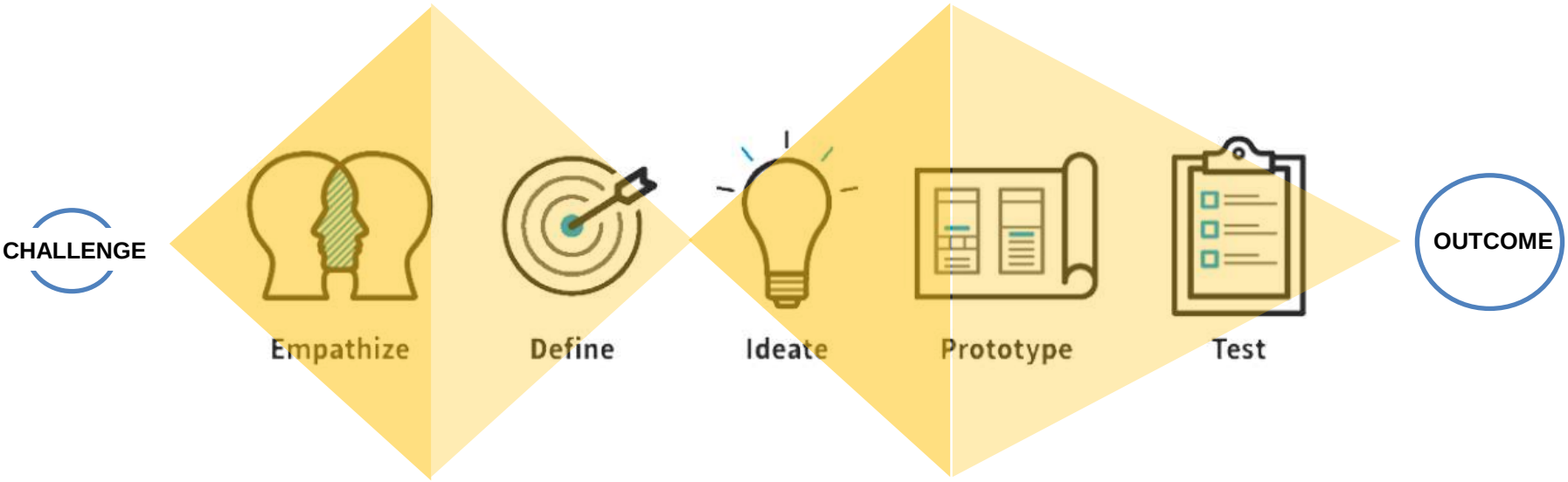
Um processo não linear



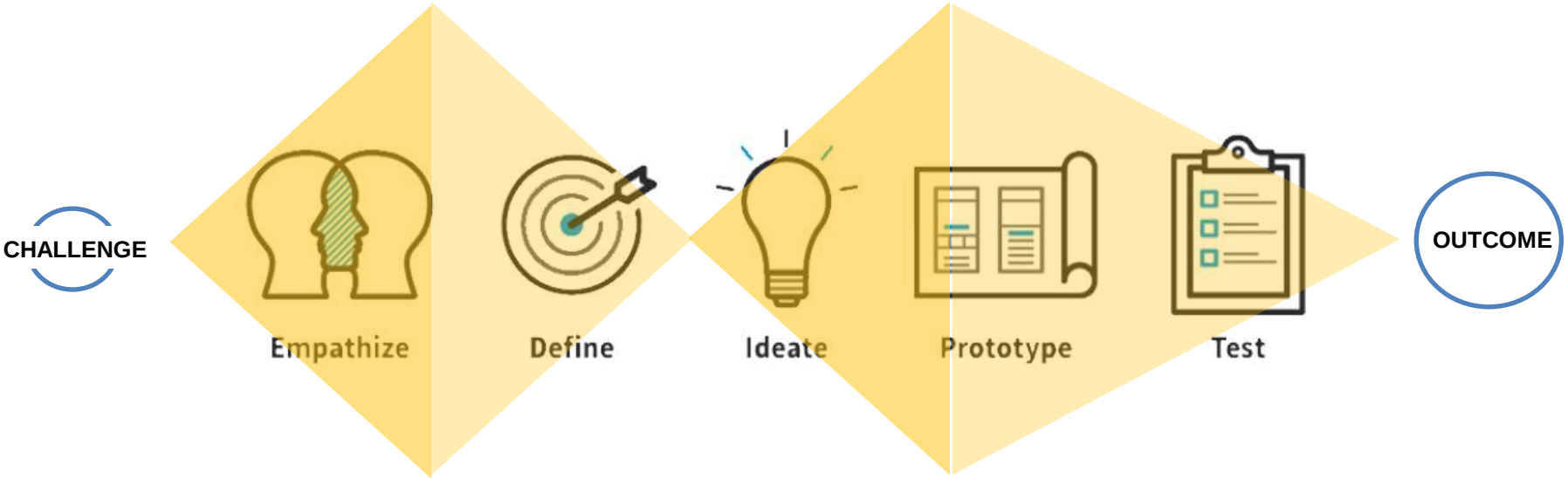
Interaction Design Foundation
interaction-design.org

PENSAMENTO CRIATIVO

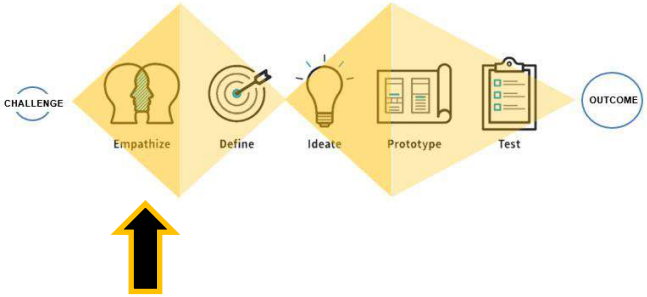




Adaptação combinada dos processos de DT da Stanford dSchool e Double Diamond do Design Council


CHALLENGE
Empathize
Define
Ideate
Prototype
Test
OUTCOME

Como melhorar a experiência de um mestrando no seu dia-a-dia na Universidade do Minho?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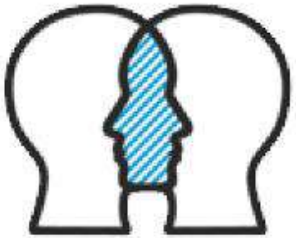


EMPATIA

O lema é:

Pôr-se nos pés da pessoa cujo problema estamos a tentar resolver.

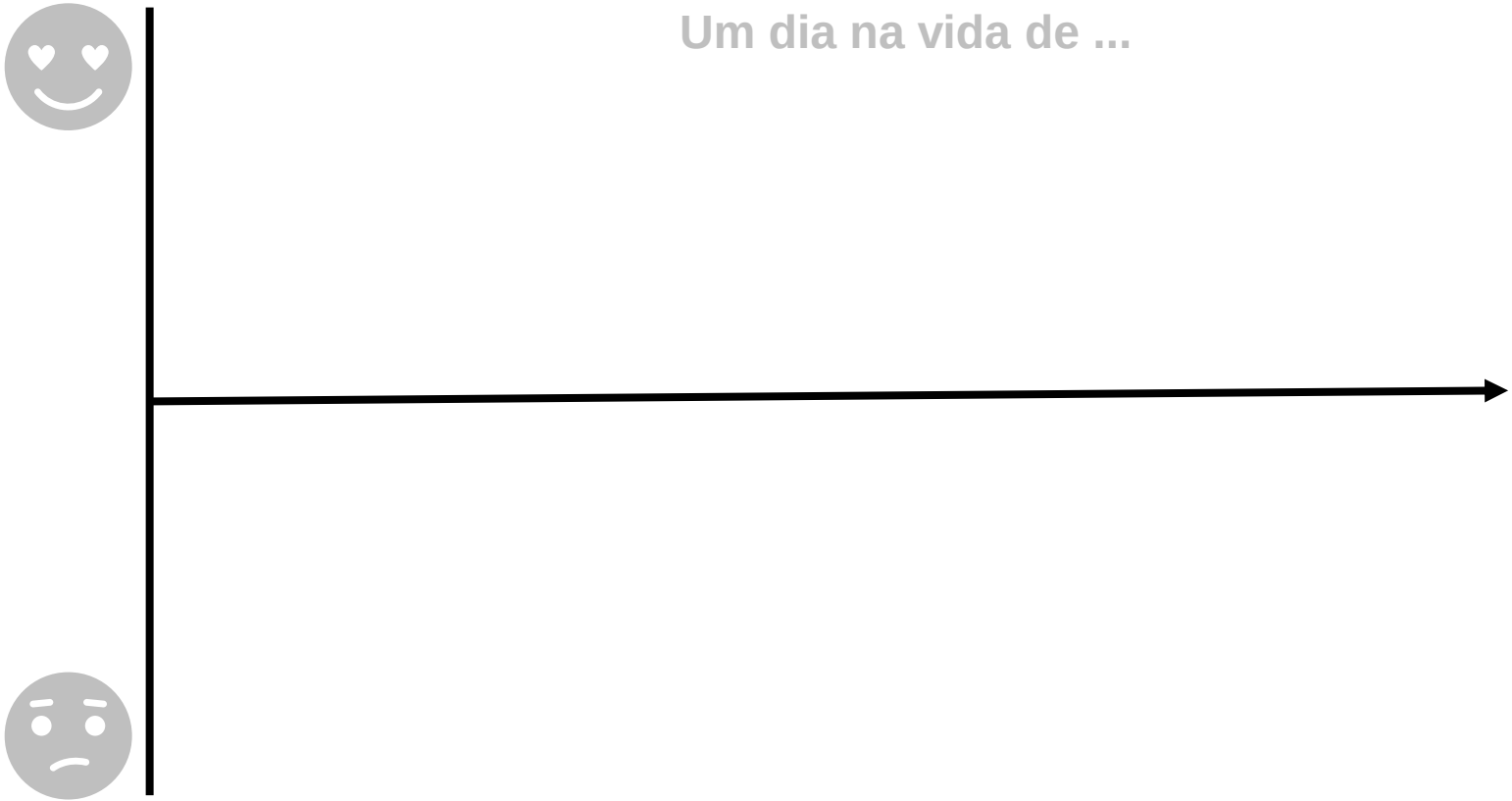
Entrevista

Boas práticas

- **Falar menos e ouvir mais**
- **Perguntas abertas**
- **Conversar sobre a experiência do entrevistado**
  Não sobre as nossas ideias!
- **Perguntar sobre situações concretas passadas**
  Não sobre opiniões sobre o futuro.
- **Não assumir pressupostos, não julgar**

User journey

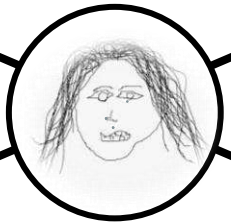
Um dia na vida de ...



Empathy Map

Think & Feel

What really matters to them?
What occupies their thoughts?
What are their worries and hopes?



Hear

What do they hear from others (friends, collegue influencers, etc.)?

See

What do they see in their environment? And the market? What do they see others saying and doing?

Say & Do

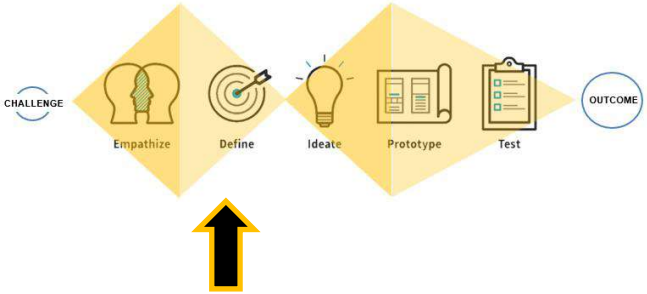
What have we heard them say? What can we imagine them saying? What do they do today? Which behaviours have we observed? What can we imagine them doing?

Pains

What are their fears, frustration and obstacles?

Gains

What are their wants, needs, hopes and dreams?

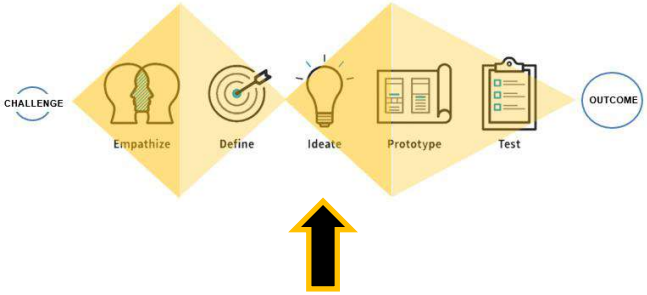


DEFINIÇÃO DO PROBLEMA

Seleção e formulação do problema a resolver

(utilizador) **necessita de** (problema a resolver)

porque (insight importante sobre o problema)


CHALLENGE
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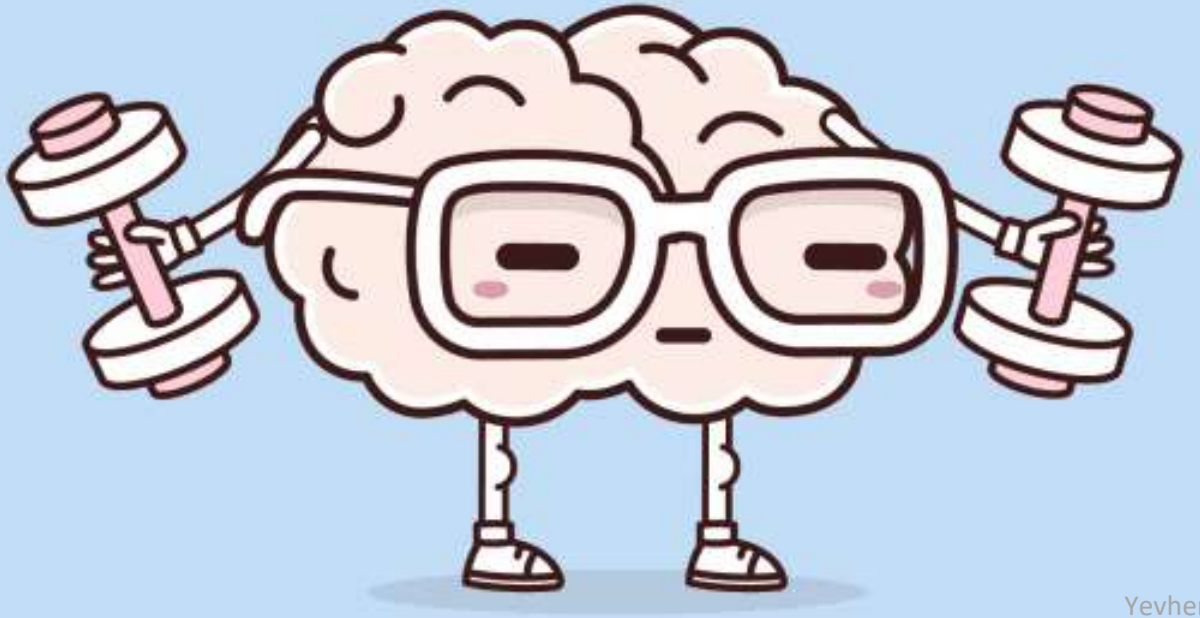
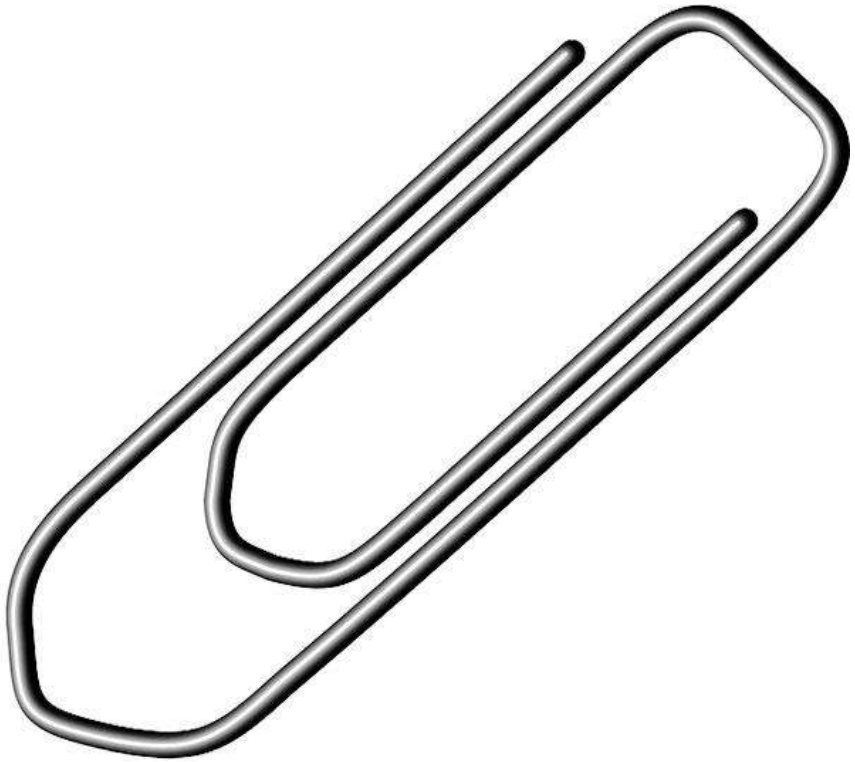
IDEAÇÃO

?



Yevhenii Voskobiinyk



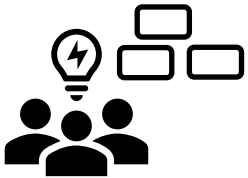
How might we...?

Como poderemos ajudar (utilizador) **a**

(problema a resolver) **?**

Ideação individual

Brainwriting



Relações forçadas

Rules of Brainstorming

Defer Judgment

Encourage Wild Ideas

Build on the Ideas of Others

Stay Focused on the Topic

One Conversation at a Time

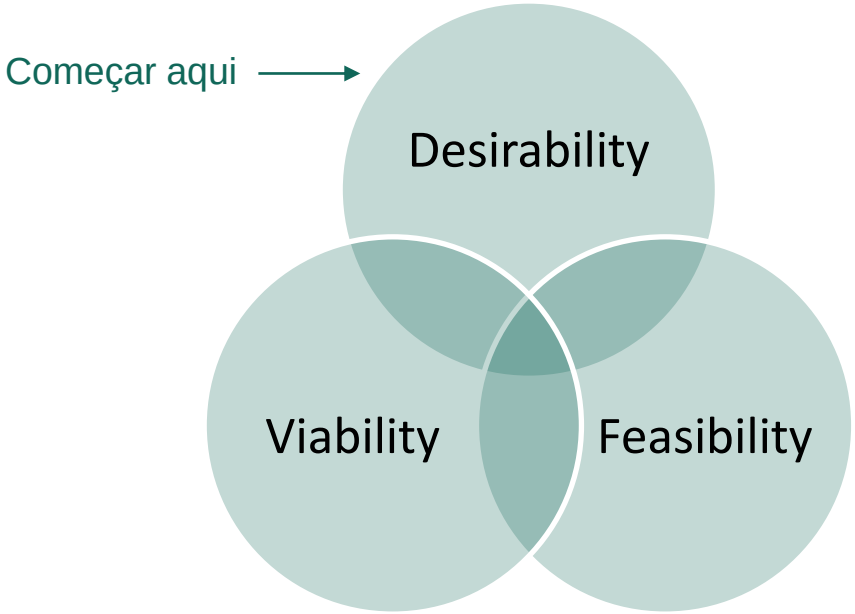
Be Visual

Go for Quantity

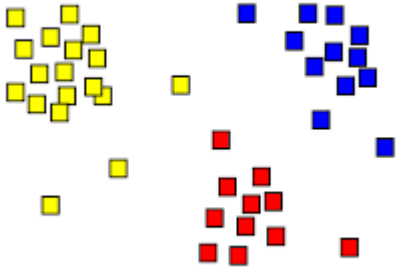
IDEO U

https://www.ideou.com/blogs/inspiration/7-simple-rules-of-brainstorming

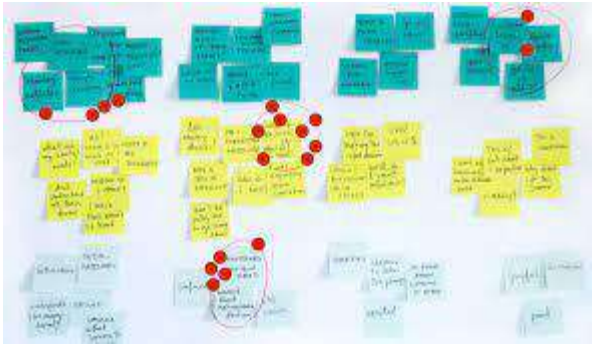
Seleção de ideias



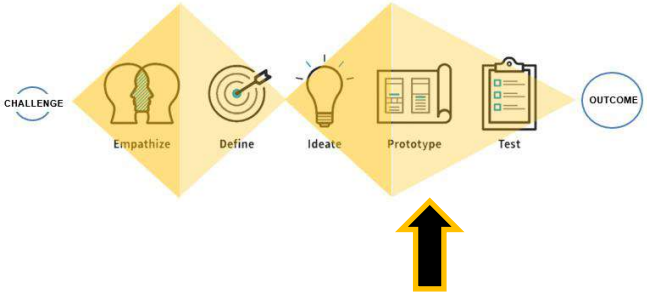
Seleção de ideias



Clusters de ideias



Seleção

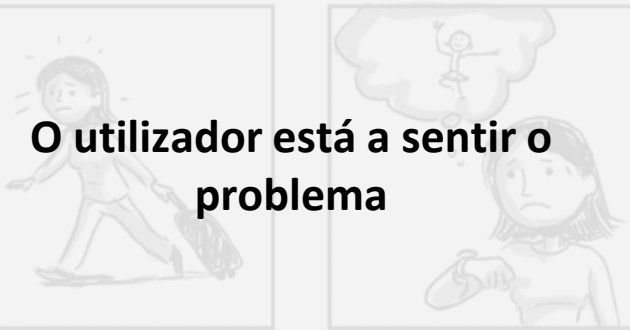


PROTOTIPAGEM

Storyboard

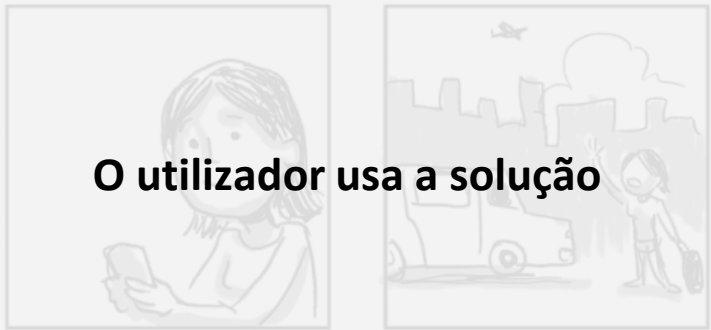
8 min

O utilizador está a sentir o problema

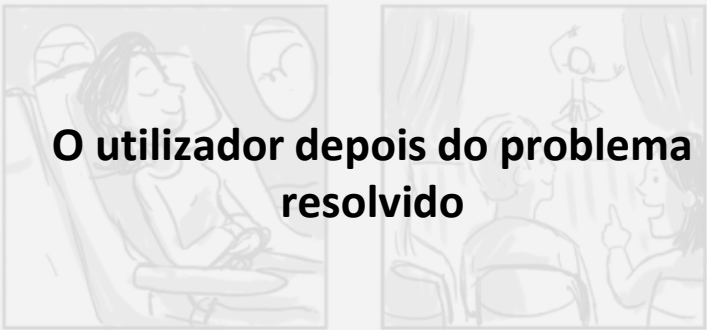


Alguém mostra uma solução

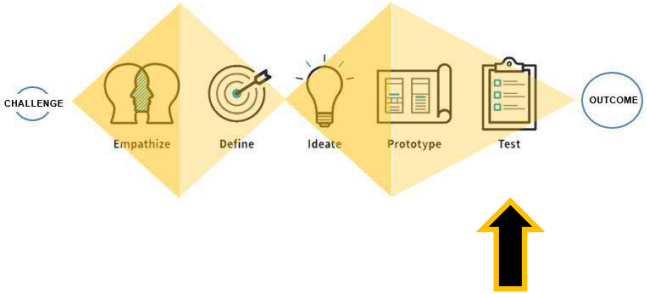
O utilizador usa a solução



O utilizador depois do problema resolvido



https://awari.com.br/storyboard/


CHALLENGE
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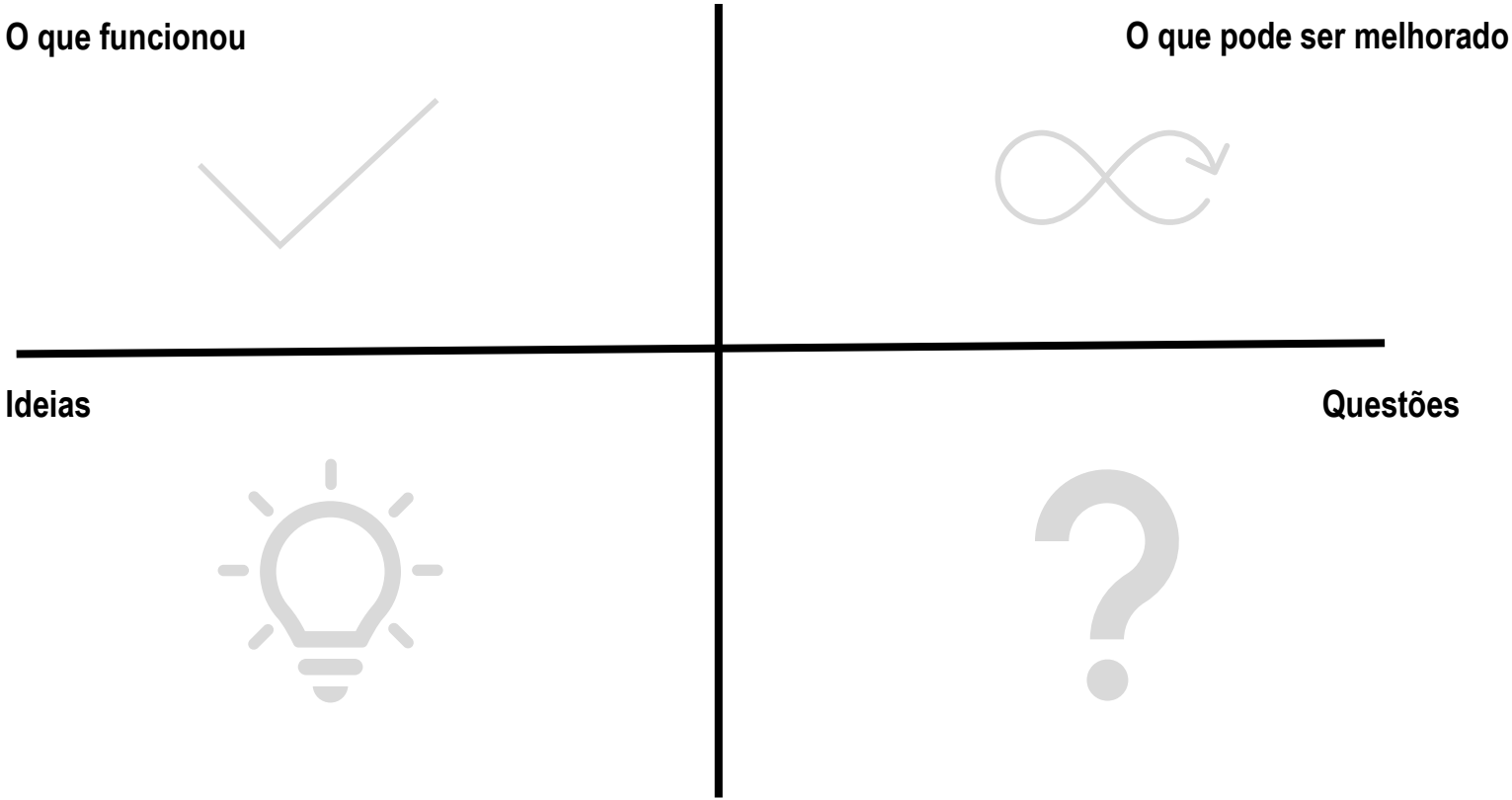
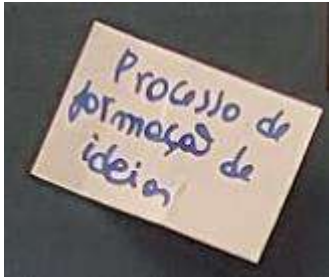
OUTCOME

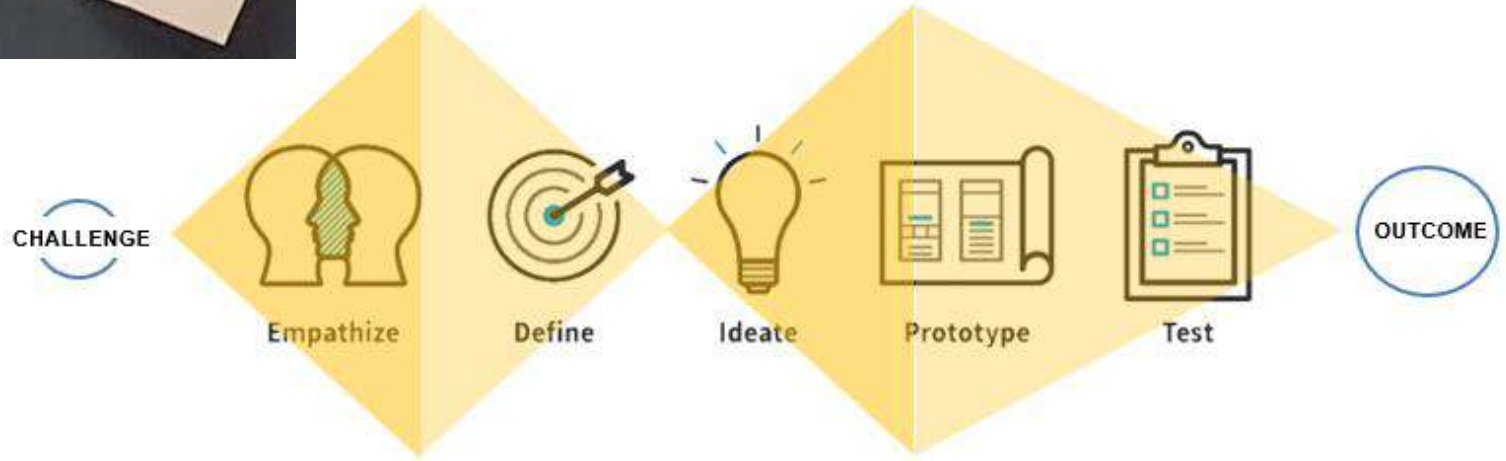
TESTE

Testar a ideia e recolher feedback



RETROSPETIVA & APRENDIZAGENS





Processo não linear

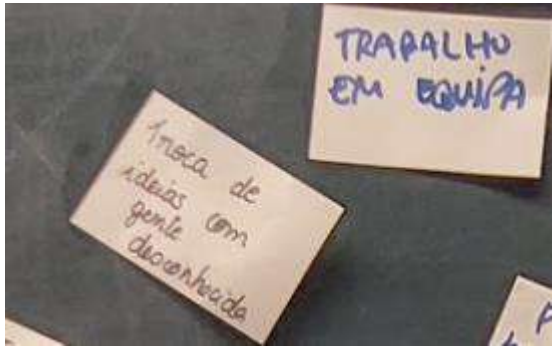
Empatia

Colaboração

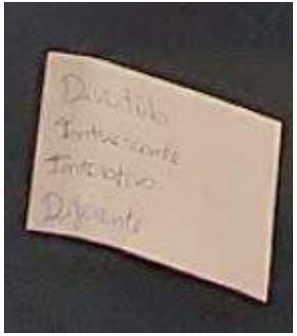
Experimentação

Foco na pessoa

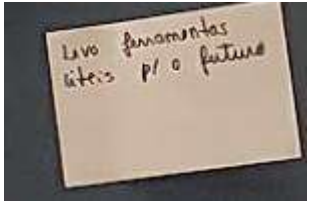
Entender bem o problema que se quer resolver

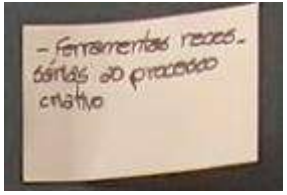


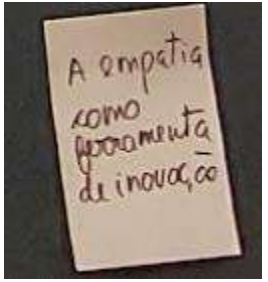
Pensamento divergente / convergente

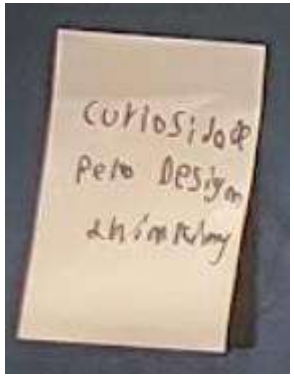


Desirability & Feasibility & Viability









Recursos a explorar

- https://designthinking.ideo.com/
- https://designthinking.ideo.com/resources

CONTACTO

rute@mindtree.me

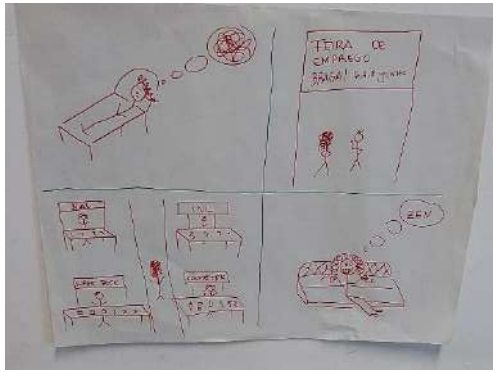
https://www.linkedin.com/in/isabelrutesousa

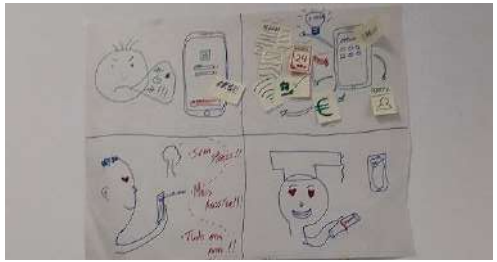
mindtree:
connecting the dots

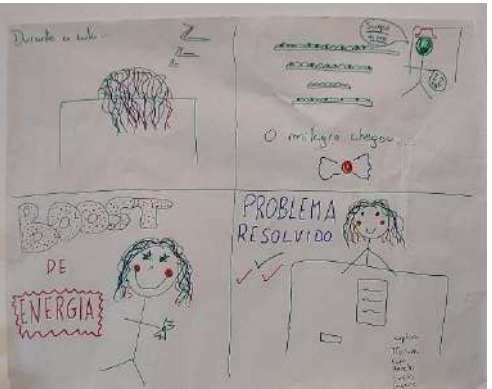
ANEXO:

Exemplos de ideias geradas no workshop

Foto indisponível







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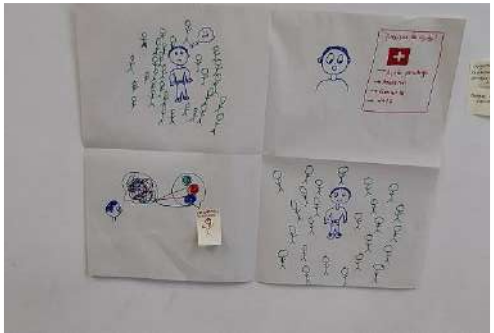

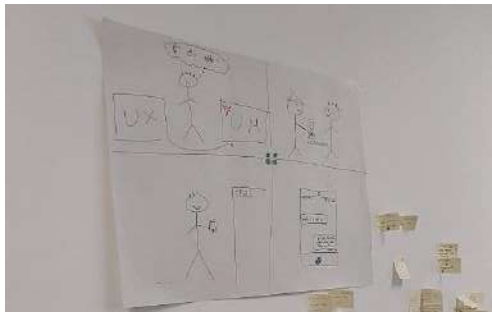

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bioga

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