



YOUR GUIDE TO DESIGN AND INNOVATION

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INTRODUCTION

We are all positive for innovation

Innovation is a goal which we all agree on. Innovation is related to change, improvement, and success.

While innovation is traditionally imagined as descending from the capability to invest in new Technologies, innovation also relates to the way we satisfy our actual and future users. The way companies satisfy users depends on how they are able to design meaningful solutions for unsolved needs.



Technology, Market and Design thus represent three major dimensions driving innovation.



INNOVATION IS

POSITIVELY IMPACTING OUR SOCIETY

ONLY IF

THROUGH INNOVATION

WE SATISFY OUR URGENT NEEDS

02

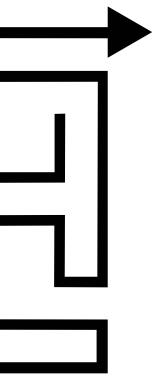
A white arrow pointing right, with a maze-like structure below it. The maze consists of several rectangular paths that eventually lead to the arrow's tip.

WHAT IS INNOVATION

INNOVATION

Innovation has been defined in many ways: as point of disruption in an equilibrium position, as technological advancement, as market success, as the main ingredient of competitive advantage.

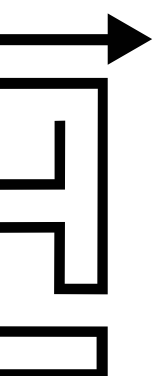
Innovation is the result of a process starting with an idea and ending with its successful implementation. Innovation starts often from a process of invention, but it is not just an invention. Its successful implementation depends on a set of resources and competencies that should be mobilised throughout the company. Innovation is then a complex and interfunctional process, involving the whole organisation. Duration, complexity and costs of innovation depend on the size of the project.



INNOVATION IS A MATTER OF DEGREE

Duration, complexity and costs of innovation depend on the size of the project. We usually distinguish between radical and incremental innovations.

Radical innovations identify larger projects, often descending from technological inventions. They require a huge effort in terms of resources, competences, and time, and they tend to change dramatically the competences needed to master the innovation.



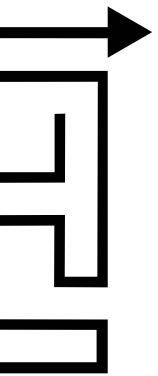
Incremental innovations are small projects, aimed at better satisfying the market, and are characterised by lower investments. They reinforce consolidated competences already developed in the past.

INNOVATION IS STILL RELEVANT

In a world overcrowded of technological innovations, what is more valuable for us is what really solves our gaps and what is truly meaningful for us.

The need to find solutions that have a real impact on our life and makes a difference in in the long term drives the interest for other disciplines and fields of practice.

Design thus emerges as a possible source of fertilisation while major companies involve designers to rethink their innovation strategies.



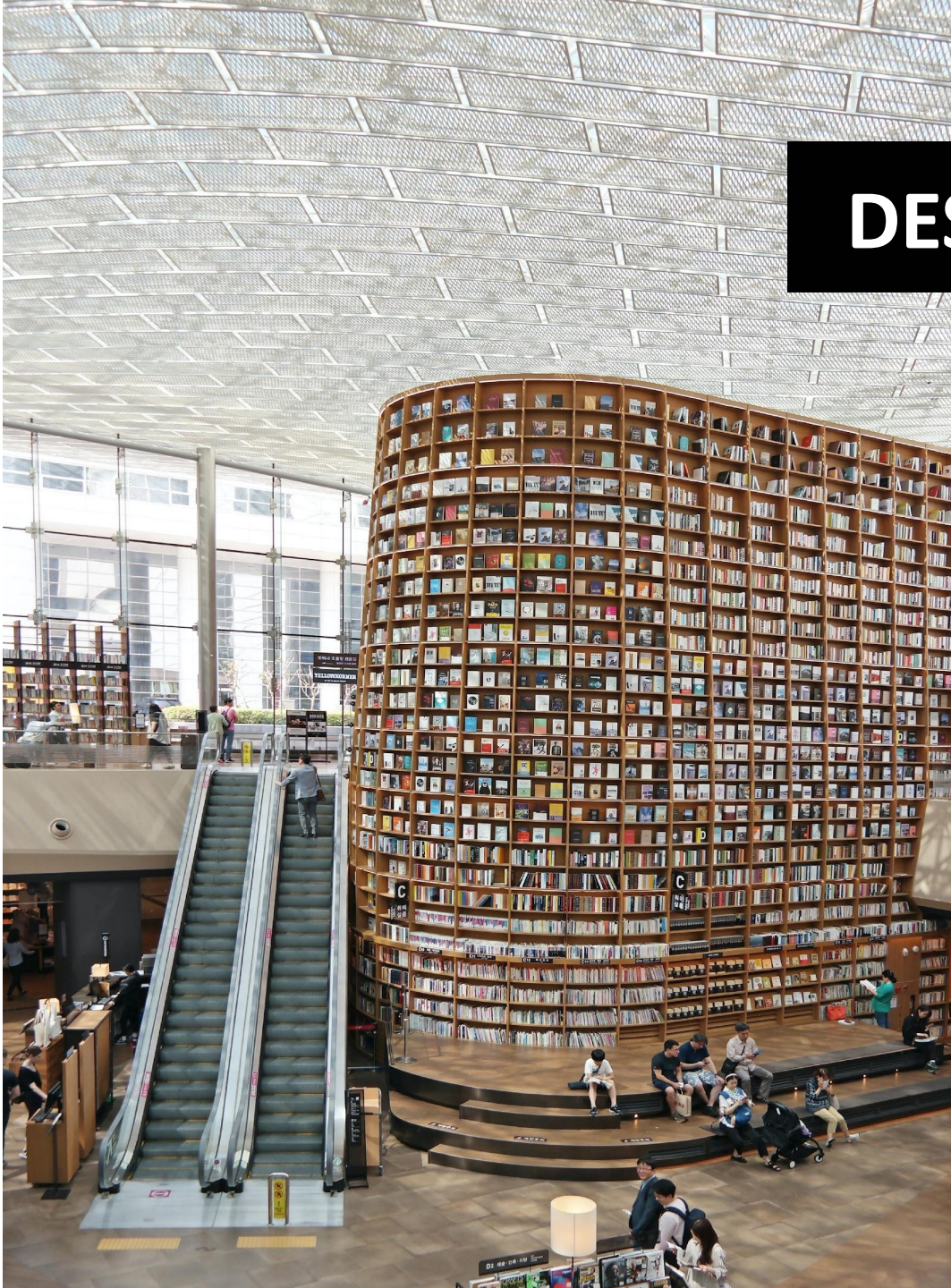
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WHAT IS DESIGN

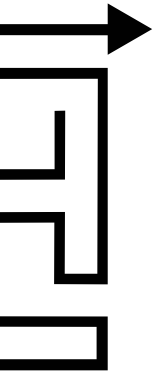
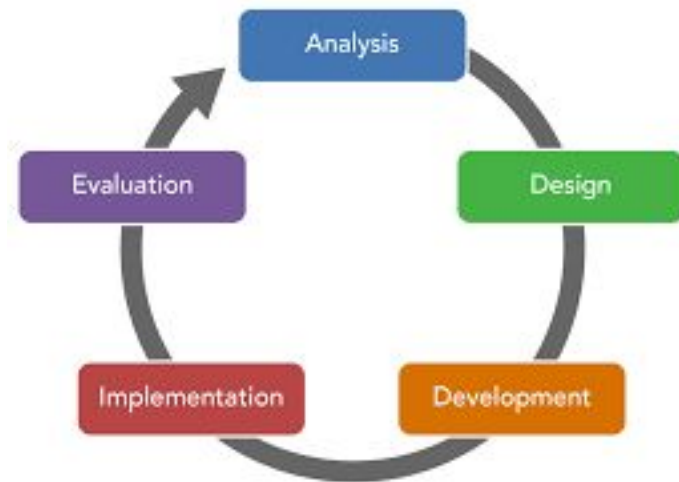
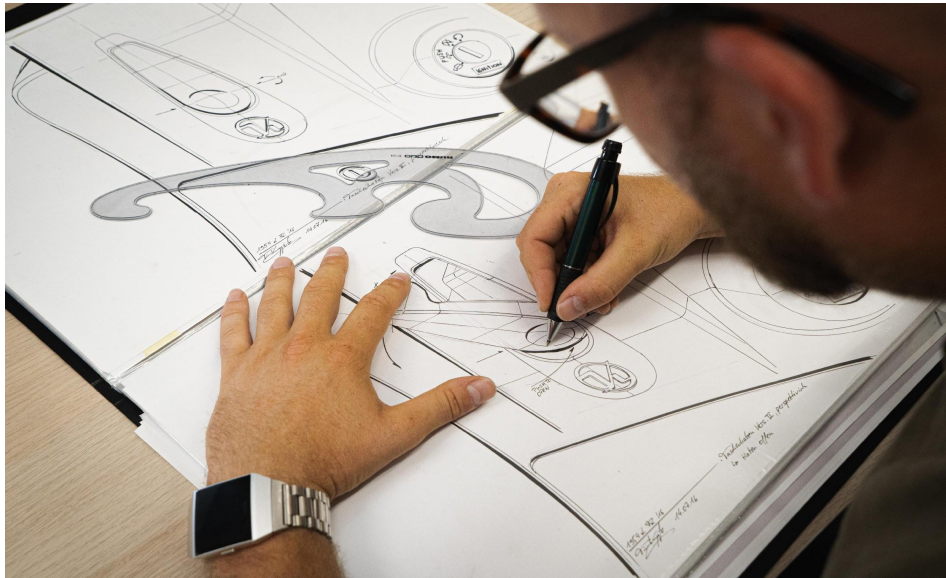
DESIGN

The word “design” has multiple meanings. Design is an industry and also identifies the aesthetic dimension of a product.



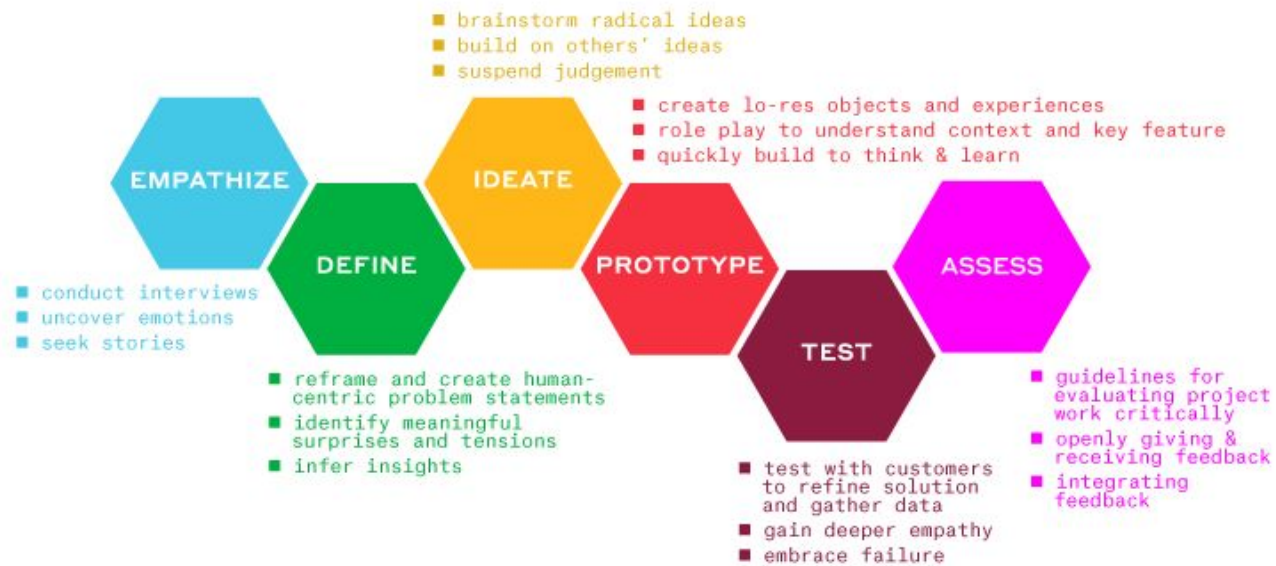
DESIGN

Design is a noun and is also a process. Following Simon (1969) design is connected with the world of artificial objects. These are all human made solutions to satisfy gaps that cannot be satisfied by nature. Design is then a human capability that everybody should be trained at.



DESIGN AS A PROCESS

Design Thinking Process Diagram*



Based on the idea that design is a process of finding the right solution for satisfying our unsolved needs, design becomes the driver of strategic and sustainable innovation in the experience of Design Thinking.

A process of 5 stages that everybody can use.

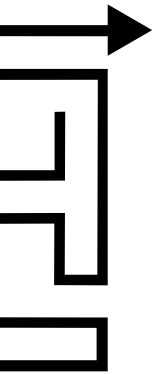
DESIGN AS A PROCESS



At the centre of a the approach, customers are analysed as human beings and investigation is based on ethnography.

Design practices and easy to use tools support the process of designing solutions that can really make a difference.

Design thus becomes the main ingredient for redesigning the innovation strategy of large and small companies but also a toolkit for communities and single people.



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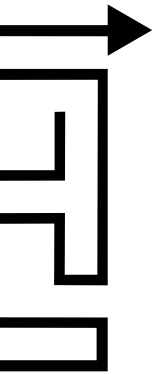
MANAGING INNOVATION THROUGH DESIGN

When innovation adopts a design approach

In a world overcrowded of technological innovations, what is more valuable for us is what really solves our gaps and what is truly meaningful for us.

The need to find solutions that have a real impact on our life and makes sense for us as human beings - and not just as customers in a market - drives the interest for Design Thinking methodologies boosting their application from manufacturing to services.

Innovation matters when it solves our real issues.



Inventing easy to use and comfortable tools for women feeding their babies.

<https://www.ideo.com/blogs/inspiration/11-products-made-using-design-thinking>



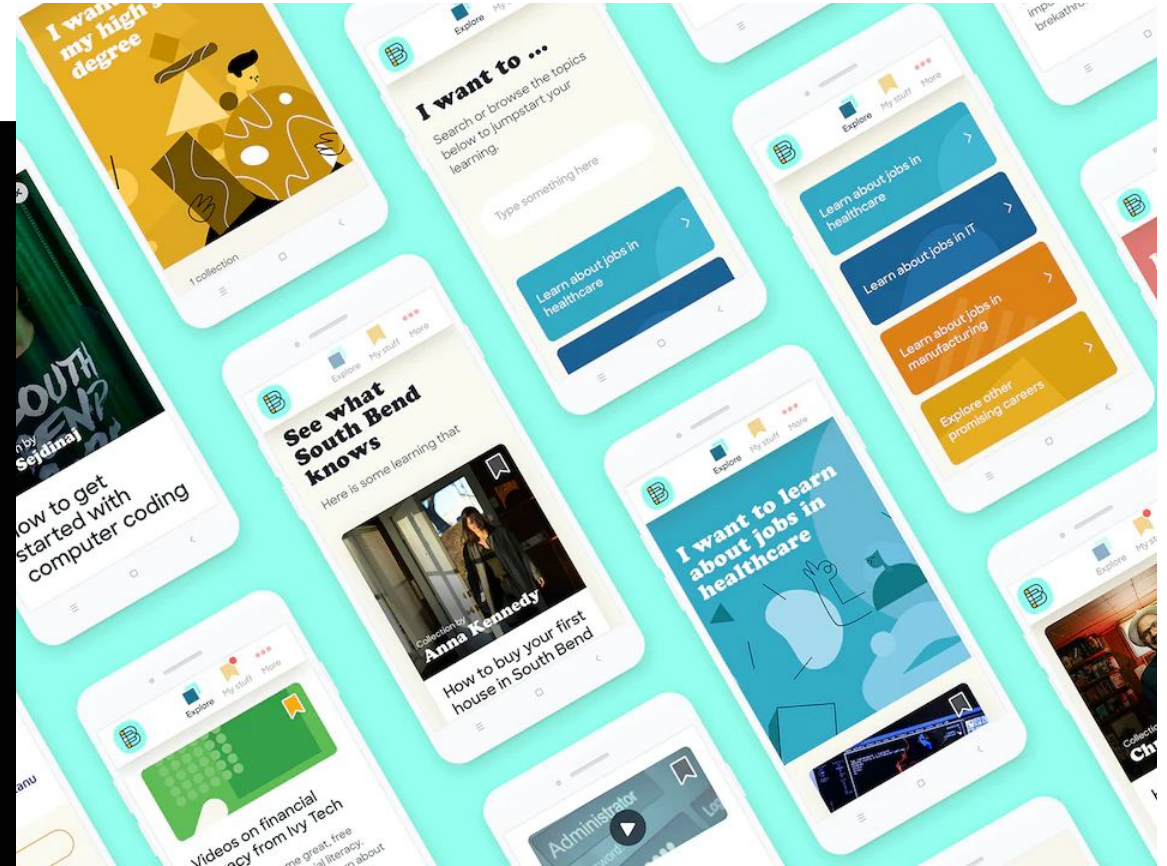
Making the process of voting more intuitive, increasing political participation.

<https://www.ideo.com/blogs/inspiration/11-products-made-using-design-thinking>

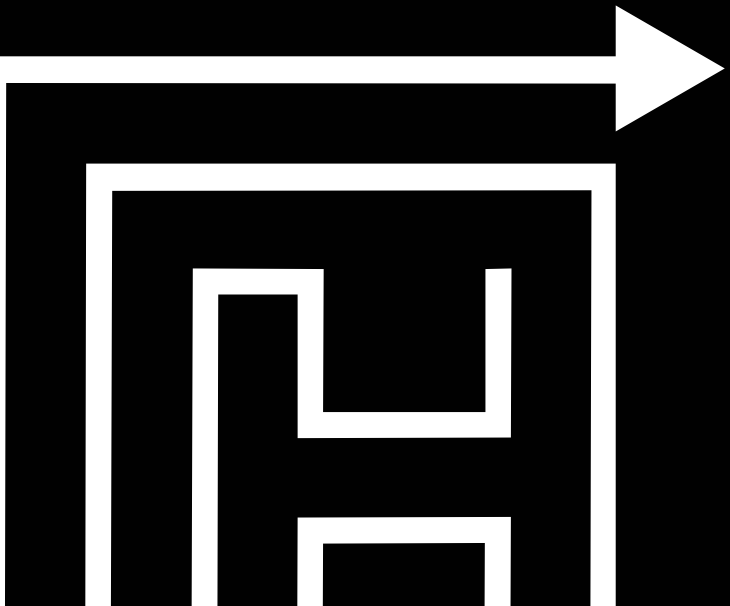


Designing a digital platform for the creation of a participated community of learners.

<https://www.ideo.com/blogs/inspiration/11-products-made-using-design-thinking>



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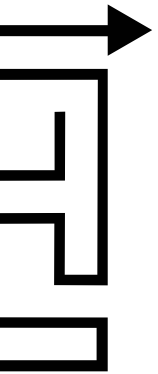


**IS DESIGN THINKING GOOD
FOR EVERYTHING?**

Design Thinking asks for a cultural turn

Now that Design Thinking methodologies have been adopted in many different contexts, the big question is: does Design Thinking offer a set of valuable resources for every organisation? How can we adopt a Design Thinking approach effectively? Is Design Thinking asking for a real change in order to be successful?

Emerging issues question the role of Design Thinking as practice but also opens the discussion on how to use Design Thinking as a leverage of strategic change.



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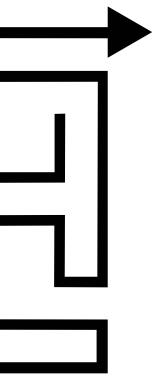


CONCLUSION

Design Thinking for cultural organizations

Design Thinking methodologies seem to offer the right solution to all those organisations working in contexts where the focus on people's experience is crucial.

CCIs thus adopts Design Thinking tools to explore innovative projects aimed at satisfying their users, moving from a top down to a bottom up approach. Is it an easy solution? Not that much, and some examples (<https://www.invisiblestudio.net/design-thinking-training>) show how organizational change is a necessary collateral project.





www.culturalheritage.eu

Follow our journey

