Let’s think different
South Korea, a country devoid of oil.
Lets talk about becoming an Entrepreneur

BY UNDERSTANDING DESIGN THINKING
Why we need to innovate?

because yesterday’s answers to any challenge no longer solve today’s problems.
EVOLUTION : COMPUTER & HUMAN
12 Entrepreneurial Genes

- communication ability
- market orientation
- creativity
- organisation ability
- perseverance
- achievement orientation
- courage
- strategic insight
- flexibility
- self-reflection
- leadership
- vision
The 7 Common Myths of Innovation

1. Innovation can’t be taught
2. Breakthrough innovation occurs only through a “stroke genius” from a visionary leader
3. Innovation is solely the job of R&D
4. Innovation is risky
5. Innovation is about commercializing cutting-edge technologies
6. Innovation is expensive
7. Innovation is disruptive and dilutes focus

George Chen, Ian Pallister (2011)
Design Process

Inspiration → Ideation → Iteration → Implementation

Imagination → Dreaming
Analyzing → Thinking
Prototyping → Experimenting
Design Process: Tim Burton
Edward Scissorhands

**Inspirations**
Burton’s childhood in suburban Burbank, LA where he had feeling of isolation and being unable to communicate with people around him.

**Ideation**
Hired Caroline Thompson to write a spec script, which impressed him.

**Experimenting**
Developed ‘Edward Scissorhands’ at Warner Studio, which then sold to 20th Century Fox

**Implementing**
Fox financed and produced the film
design thinking is a human centred & collaborative approach to problem solving that is creative, iterative & practical.

(Brown, 2008)
Design Thinking integrates

- Business (Viability)
- People (Desirability)
- Technology (Feasibility)
design thinking starts with...

users
clients
customers
stakeholders
borrowers
lenders

people

I'm honest
I'm equal
I'm simple
I'm human

We are Snook
http://web.fume.com/go/article/use64147
Design Thinking

Inspirations

The best designs are human-centered.

EMPATHIZE

Ideation

Innovation is born from the clash of ideas.

IDEATE

Implementing

The difference between creative people and innovative people is action.

TEST

Prototyping/Experimenting

Framing the problem is the foundation to the design.

DEFINE

PROTOTYPE

Showing is better than telling.
UNDERSTANDING PERSONA

EMPATHIZE
Empathy is not walking in another’s shoes. First, you must remove your own.

Scott Cook, Founder Intuit
Persona

A persona is an archetype of a user that helps designers and developers empathize by understanding their users' business and personal contexts.

By basing personas on user research, teams can avoid the pitfalls of designing for anecdotal, "fake," or extreme users.
THINK

DO

FEEL

NEEDS TO CAPTURE BEHAVIORS, BELIEFS, PHILOSOPHIES, MOTIVATIONS, AND INTENTIONS

EMPATHIZE

INSIGHTS

OPPORTUNITIES

NEW BUSINESS IDEAS

PROTOTYPE
When ___  I want to ___  So I can ___

Situation  Motivation  Expected Outcome
Virtual Interview
Things that propel us forward

Current assets and advantages

Things that hold us back

Risks!
DEFINE PROBLEM

SYMPTOM, PROBLEM OR CAUSES
Give them a Hot Tub
Symptoms
- Result or outcome of the problem
- What you see as a problem *(Obvious)*
  *Achy, weak, tired*

The Problem
- Gap from goal or standard
  *Fever*

Causes
- “The Roots” – system below the surface, bringing about the problem *(Not Obvious)*
  *Infection*
IDEATE

WHAT IS THE SOLUTIONS
SYNECTIC
RANDOM WORDS
S for SUBSTITUTE
C for COMBINE
A for ADAPT

How Owl Feathers Work

- Velvety down feathers found on wings and legs absorb the sound frequencies
- Stabilizing serrated "comb-like" feathers
- Sound reducing tattered fringe feathers

Bump
M for MINIFY and MODIFY
M for MAGNIFY
P for PUT TO OTHER USE
E for ELIMINATE

1980's-1990's

[Images of old and modern telephones]
R for REVERSE and REARRANGE
VISUALIZE YOUR IDEA

PROTOTYPING
Expected

Generic

Digital Camera

VIDEO
portrait landscape settings
more photo effects
EDIT PICS ON CAMERA

Black & White setting

Bigger Screen

Big Screen

Zoom function

Good quality pictures

Facial recognition

Built-in tripod

 Longer battery

Red-eye auto fix

Waterproof

Lighter weight

Compact

Video

Bigger Screen

Big Screen

Zoom function

Good quality pictures

Facial recognition

Built-in tripod

Longer battery

Red-eye auto fix

Waterproof

Lighter weight

Compact

Video
TEST YOUR PROTOTYPE

CUSTOMERS ALWAYS HAVE AN EXPERIENCE
THINKING & FEELING

what really counts
major preoccupations
worries & aspirations

environment
friends
what the market offers

what friends say
what boss says
what influencers say

attitude in public
behaviour towards others
measures of success

customer's name


customer's job title