

"INNOVATION IS AN IMPORTANT
ECONOMIC DECISION."

12 DESIGN THINKING PHILOSOPHIES

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A person with long blonde hair is playing an acoustic guitar. The image is overlaid with a semi-transparent blue filter. The text is written in a white, cursive font.

Encourage Wild Ideas

Generating ideas is easy and it is easy get stuck too, after sometimes. Therefore, to energize the team and the minds, you will get everyone to start thinking wild and radical ideas. Use "What If", "Why Not" and "So What".

DEFER JUDGMENT

We sometimes judge ideas too early because often those ideas are new and untested. As a result, we don't try and experiment further. When you defer judgment, you help ideas thrive and bloom. Give it a time.

be visual

Videos, pictures and posters create awesome visual impact. It is memorable because it is vivid and pleasing our senses. Our brains too, interpret most memories in visual format. Now think of an ice cream, what do you see?

FAIL EARLY, FAIL OFTEN

Failures are avoided and carry negative connotations. Part of success is failures, a period where we all need to go through as part of the journey. Embrace failures and success is just around the corner. Get back up, again!

One Conversation At A Time


Lack of focus and attention contributes to many misinterpretation leading to less satisfactions. When someone is talking, give the person enough air time and respect. Your turn is next and you would want the same respect.



work multidisciplinary


Diversity and inclusion always pay net positive dividend to any organization in the long run.

Include team members from different background including teams that you feel have no direct impact to your project. They might know something you don't.



Stay FOCUS

Working on innovation projects sometimes can be tiring especially with demanding stakeholders. Staying focus on your project, on team members and on yourself is key for sustainability. See you at the top!

The background of the entire slide is a photograph of several golden-brown waffles arranged on a white surface. Some waffles are topped with fresh blueberries. The text is overlaid on this image.

teach teams

*Teaching others give you two added advantage.
First, it let you rehearse what you have learned.
Next it gives you new perspectives of what you
initially learned. The interaction with the people
you teach is your valuable input for growth.*

go for quantity

Quantity breeds quality. The more ideas and prototypes you generated, the more options you could have. The more people you meet to test your systems, the simpler your systems will be. The more practice you do, the more proficient you become.


Build On Other's Idea

Looking for novelty is like searching for the real unicorn. The rate of new ideas and innovation is superfast, make it almost impossible for you to go to market in time. Some organizations overspend in finding new ideas. They forget, it is the execution that matters.

A young child with blonde hair is holding a sleeping baby. The background is a light-colored fabric with a dark floral pattern. The text is overlaid on the image.

THINK USER CENTRIC

The purpose of business is to create customers. Therefore our ideas and innovation must always give major focus to what customers wants and needs. We do it by talking to customers and observe their behaviours. I guarantee you will learn something new, every time.

A group of people are riding camels across a vast, golden desert landscape. The camels are moving in a line, and the riders are wearing various clothing, including hats and jackets. The background shows rolling sand dunes under a clear sky. The overall tone is warm and adventurous.

Look for feasibility, viability and desirability

In the process of trying new things and experimenting new ideas, you will have your eyes and minds on the suitability in the long run.

The potential solutions should gain enough support and unwavering efforts from the teams and eventually the users and customers.



 Talk soon! ;)



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