12 DESIGN THINKING PHILOSOPHIES

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!

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.

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.

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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