



How does a challenge become
an innovation?

Become a Project Partner at the HPI d-school

Whether you are facing current challenges or looking for inspiration, partnering with us gives you the opportunity to develop user-centered solutions.

Together, we define a concrete research question, which our interdisciplinary student teams tackle using the Design Thinking method.

Through close dialogue with you, the teams will develop well-thought-out ideas, tested prototypes, and actionable recommendations.

You gain research-based insights into market opportunities and user needs. These are insights that you can use to directly implement and further develop your solution.

There are hardly any limits to your Design Challenge, whether it's product development, service design, or spatial design. The most important thing is that people are at the center.

① The HPI d-school is part of the Hasso-Plattner-Institute for Digital Engineering at the University of Potsdam. We are Europe's leading institution for innovation and transformation processes in the field of Design Thinking.

Since our founding in 2007, we have collaborated with over 400 organizations from various industries to develop products, services, business models, and strategies.





ANLEITUNG SCHRITT für SCHRITT

1. SCHRITT: APP ÖFFNEN

"SensorHub"-App öffnen und Anweisungen zum Aktivieren des Sensors befolgen.



2. SCHRITT: SENSOR AKTIVIEREN

Grünen Knopf auf orangenem Sensor 2 Sek. drücken.



3. SCHRITT: RECHTER FUß

Orangenen Sensor mit Klett am rechten Fußspann anbringen.



4. SCHRITT: SENSOR AKTIVIEREN

Grünen Knopf auf blauem Sensor 2 Sek. drücken.



5. SCHRITT: LINKER FUß

Blauen Sensor mit Klett am linken Fußspann anbringen.



6. SCHRITT: ÜBUNGEN

Übungen in "SensorHub"-App befolgen. Im Anschluss Sensoren laden.

"The students' creative yet structured approach revealed our blind spots and demonstrating the value of an external perspective on our own work."

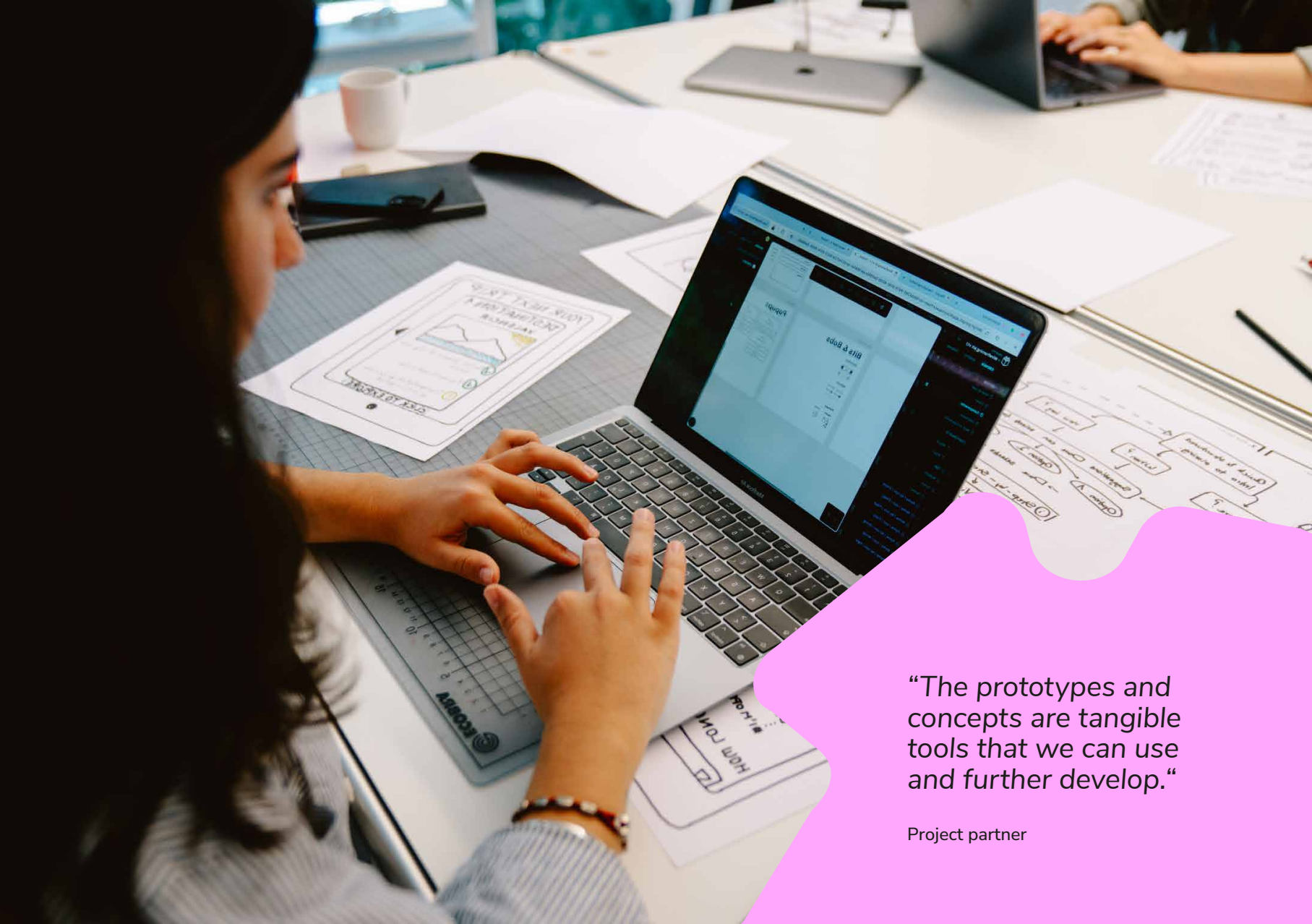
Project partner

GLOBAL DESIGN THINKING
WORKSHOP

Focus on one core
aspect of Design Thinking:
strategic design, global
impact, and sustainability

- 👥 40 students, 1 project partner
- ★ 1 Design Challenge
- 🕒 6-day project duration





“The prototypes and concepts are tangible tools that we can use and further develop.”

Project partner

Benefits for Project Partners

- Access to new ideas and innovative solutions
- Collaboration with creative, interdisciplinary student teams
- Transfer of research results into your organization
- Visibility as a partner of the Hasso-Plattner-Institute
- Recruiting talent for your organization

Opportunities to Collaborate

Global Design Thinking Workshop
March and September

Aligning your Design Challenge

We transform your challenge into a clear Design Challenge and support you throughout the process, from kick-off to prototype. If you have any questions, our project partner team will be happy to help.

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