

Strategic Design: From Human-Centered Design to Strategic Futures

Global Design Thinking Workshop - September 2021

What's in Global Design Thinking-Workshops?

Global Design Thinking Workshops (GDTW) are a novel concept that goes beyond the mere introduction to Design Thinking as a process. It has been initiated and developed by Dr. Claudia Nicolai and the HPI D-School team. We have been creating this format as deep dives into the strategic questions of Design Thinking as a mindset and we are offering this course to HPI students and external participants. In this program, participants experience Design Thinking not only as a process of this life-centered approach by dealing with complex innovation problems and a creative mindset in diverse teams. We combine this life-centered approach with the perspective of technological feasibility (how can ideas be realized?) and economic viability (how can new business models look like?). In our GDTW program we offer three different workshops with a respective focus topic, which we deepen into:

- 01 Strategic Design: From Human-Centered Design to Strategic Futures
- 02 Designing for Global Impact
- 03 Teamed Leadership

We combine the work on a concrete innovation project with reflections on a specific topic. Our learning approach is based on the concept of problem-based experiential learning. We implement this approach as a project-oriented course in which the participants collaborate with a partner organization (NPOs and NGOs, large companies, SMEs, young start-ups, social organizations and public institutions).

What is Strategic Design: From Human-Centeredness to Strategic Futures all about?



Human-Centeredness is one of the key pillars to the design of innovation processes. However, it is also the first pitfall and criticism of Design Thinking as interrogating and observing current needs of today's users as they have difficulties to imagine others than near-by futures and might not care about long-term impact of design and consumption decisions. The imagination of our today's user fails in particular short when it comes to envision disruptive

solutions: we are able to give direct feedback about our dislike concerning today's and tomorrow's public transportation system, but we might not be able to give valuable insights about self-organizing traffic systems, as we can't imagine how it really feels to be in a vehicle without a driver and a steering wheel.

Therefore, **strategic futures** come into play, as we want to create solutions that will work long-term and will also address near-by users' delight. Thus, when we are about to change the current system towards a strategic design of the future that we all want to live in we have to tap into **more than a human-centered approach**. Thus, we have to design what's the future we want to live in and what are the first steps into creating a systemic change.

Accordingly, this Global Design Thinking Workshop 01 will give you a **strategic approach of Design Thinking**: You will learn about how to tap into **trends, build scenarios and how to use speculative design to create desirable futures**.

What makes the format global?

The Content

We will be using a problem-based learning approach and tap into a real-world problem with a strategic perspective. And we will work together with an international project partner.

Let's tap into one example: Let's imagine working on a challenge in the field of education. A human-centered approach would be about how to motivate pupils to study.

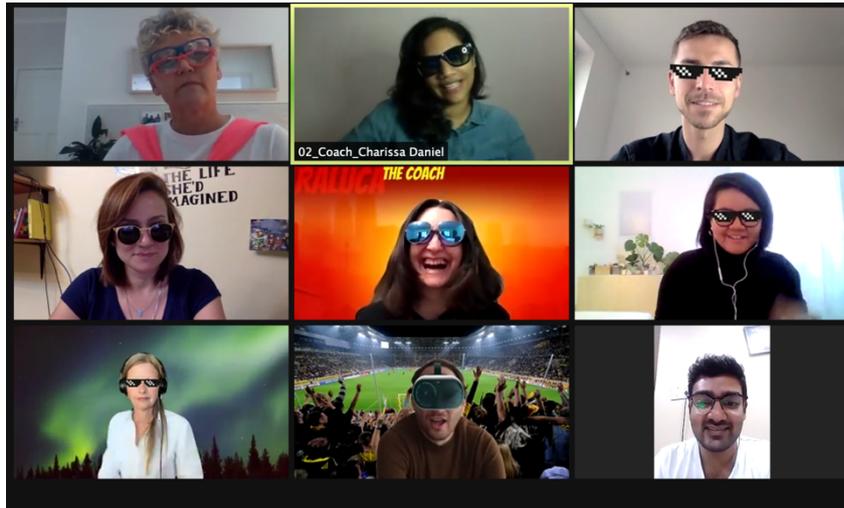
The **What Is?-Perspective** would lead to human-centered solutions around incentives and other motivational and gamified approaches to learning.

From a strategic perspective, the **What-If?-Perspective**, we would approach the solution space from a different angle: e.g. building on concepts of flipped classrooms, peer-to-peer learning and assessment as long-term vision that would also lead to completely different solutions to motivate and incentivize learners and educators alike and would also lead to different conceptualizations of learning of the future.

However, the trickiest question is about connecting What is? To What if? by asking: **What's next?** What's our next step of combining a nearby human-centered approach with a strategic design of the future? Or to put it into a quote of mine: "What are we doing differently next Monday morning? Having our strategic educational future in mind, but also having to design the next session in class?"

The Program Team

We design our GDTW program with our international network of Design Thinking Coaches and cooperate regularly with partner institutions from our global network, which also gave rise to the GDTA (Global Design Thinking Alliance). Participants have the opportunity to benefit from the experience and exchange with colleagues from other design thinking institutions in the USA, South Africa, Sweden, Malaysia, Mexico and Egypt.



The participants

In addition to HPI students, we particularly invite international participants to apply. In this program, they form international, multidisciplinary teams that work together with a team coach and a project partner on a real-life problem.

Our Program Overview

The time required for active participation in this course is approximately 50 - 60 hours in September 2021. There are times that are obligatory for everyone and there are times for flexible teamwork. In the following overview you will find the basic structure.

Our program includes the **fixed times** for working together in the program and in the team (3 * 2 days of 5 hours each):

- Wednesday 1.9.2021: 9.30 – 11.30 am CEST (2 hours)
- Monday/Tuesday 6./7.9.2021: 9.30 am- 3.30 pm CEST (10 hours)
- Monday/Tuesday 13./14.9.2021: 9.30 am- 3.30 pm CEST (10 hours)
- Monday/Tuesday 20./21.9.2021: 9.30 am- 3.30 pm CEST (10 hours)
- Monday 27.09.2021: 9.30 – 11.30 CEST (2 hours)

We also expect **flexible individual and team work** between and after program days, as follows:

- 2.9. – 5.9.2021: Trend Research (3 hours)
- 8.9. – 12.9.2021: Future Design-Led Research (7 hours)
- 15. - 19.9.2021: Prototyping and Building Future Scenarios (7 hours)
- 22. – 29.9.2021: Creating your project documentation (15 hours)

The **project documentation** of approx. 40 pages of each team will be submitted on **30.9.2021**.

We reserve the right to make modifications to the schedule if needed. In this case, changes will be communicated.

Language

The official language of the course is English.

Who is eligible to apply and participate?

We are tailoring this program to:

- Enrolled students on the undergraduate, graduate and postgraduate level at any institution of higher education worldwide.
- Young professional with less than 2 years of work experience prior to the workshop start (due date: 1. September 2020).

How to apply?

Interested students of all disciplines and universities and young professionals with less than two years of work experience can apply for this Global Design Thinking Workshop in September [via our online platform](#) until **July 31st, 2021 (midnight CEST)**.

The **participation fee** is 200 euros.

HPI students can register directly by email to the Studienreferat. The participation is free of charge for HPI students.

Our Learning Format

This is not a typical online course. This is digital and remote teamwork. We are talking about **interactive, virtual collaboration throughout the workshop** and, of course, in the teams whose team members and their international coaches will be in different locations. In this course we focus on collaborative forms of learning: During this workshop you will work hand in hand with an international team (max. 5 people including yourself) and a coach who will accompany you. This is a unique opportunity to learn from and with students with different backgrounds and ways of thinking, from other cities and countries, accompanied by one of our highly experienced Design Thinking coaches.

You can participate in our format from anywhere. You will need a stable internet connection, a terminal device, headphones and a microphone.

This format is also a hybrid format. It means that you can perform a large part of your teamwork virtually. It also involves other forms of interaction, for example "local observations & tests"; either in Berlin, Potsdam or the place where you are currently living / working. You will have to interview people (virtually) or even test your ideas with them.

If part of your team is located in Berlin or Potsdam, you can use our facilities to **work in a hybrid environment**. We offer you the **opportunity to use our Design Thinking Studios at the HPI D-School in Potsdam**. These rooms offer you a variety of digital equipment, analog materials and inspiration to think, prototype and test your ideas.

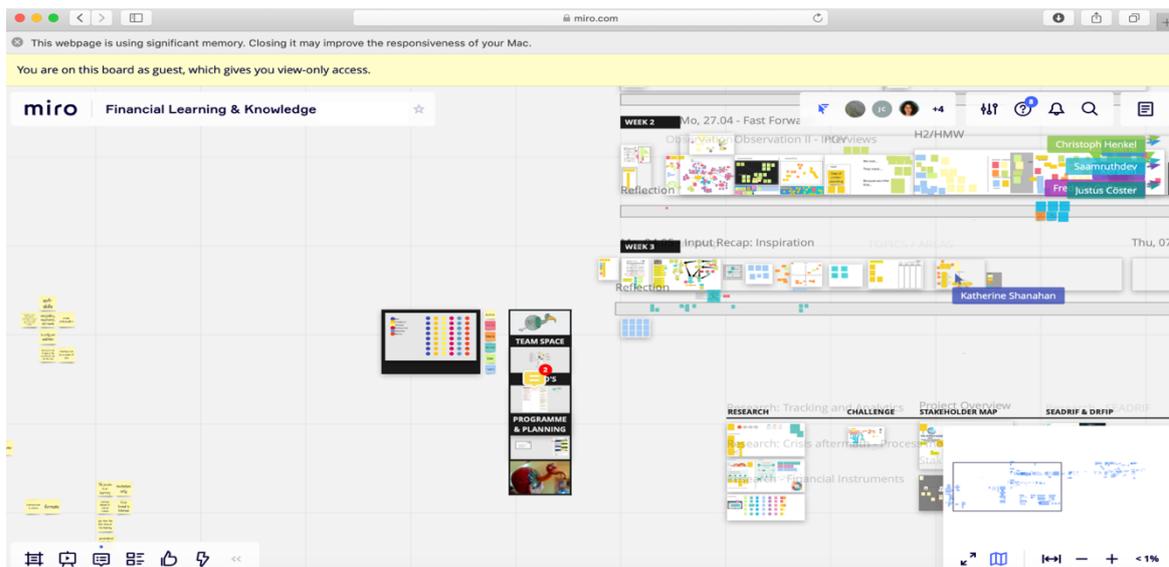
Overall, we offer you a **multilayered learning experience**. This means that you work with your team and, at the same time, we have cross sharing experiences amongst the teams and we will co-design the content with other international players in the field of strategic design including:

- Thematic discourse/discussions about strategic design in the entire group
- Live coaching and teamwork sessions with your individual team coach
- Exchange and collaboration with other design thinking teams
- Inspiring inputs and short presentations
- Individual reflection on content and your own learning experience

Our Learning Tools

We use three virtual platforms for our workshop design: openHPI, miro, and bbb/zoom.

- **openhpi** will be our interactive online learning platform through which we will make most of the course content, videos, reading, discussion groups, etc. available.
- **miro** will be our digital workspace and collaboration tool for teamwork
- **bbb or zoom** will be our virtual meeting point for the entire course and the individual teams.



Any further questions?

Please don't hesitate to contact me directly: Dr. Claudia Nicolai, Academic Director HPI D-School (Claudia.nicolai@hpi.de).

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	Overview
Day 0 – Wednesday 1.9.2021	09.30 – 11.30 CEST (2 hours): Welcome – Onboarding - Challenge Launch – Team Building
2. – 5.9.2021	Trend Research (Individual/Team (3 hours)
Day 1 – Monday 6.9.2021	09.30 - 15:30 CEST (5 hours): Trend Forecasting – PESTLEE Framework - Systems Mapping – Scenario Building
Day 2 – Tuesday 7.9.2021	09.30 - 15:30 CEST (5 hours): Understand – Design-Led Research <i>(additional inspirational talk & happy hour)</i>
8. – 12.9.2021	Flexible Teamwork for Future Design-Led Research and individual reflection (7 hours)
Day 3 – Monday 13.9.2021	09.30 - 15:30 CEST (5 hours): Unpack and Synthesize Nearby Future -Build Future Personas
Day 4 – Tuesday 14.9.2021	09.30 - 15:30 CEST (5 hours): Ideate & Prototype Nearby Future – Build Speculative Designs <i>(additional inspirational talk / happy hour)</i>
15. – 19.9.2021	Flexible Teamwork for Testing Nearby Future & Speculative Designs and individual reflection (7 hours)
Day 5 – Monday 20.9.2021	09.30 - 15:30 CEST (5 hours): Test & Iterate Nearby Future & Speculative Designs
Day 6 – Tuesday 21.9.2021	09.30 - 15:30 CEST (5 hours): Build Strategic Design Path – Final Presentations - Closure <i>(optional/additional happy hour)</i>
22. – 29.9.2021	Flexible Teamwork for Final Documentation and individual reflection (15 hours)
Day 7 – Monday 27.9.2021	09.30 - 11:30 CEST (2 hours): Reflection and Outlook
Day X - Thursday 30.9.2021	Deadline for final documentation (40 pages)

Agenda: Green Mandatory Program Slots, Blue: Flexible Individual & Teamwork, Red: Deadline