



# DON'T WAIT.

# INNOVATE!

*Design Thinking for Students and  
Project Partners*

SCHOOL OF  
DESIGN THINKING

Hasso-Plattner-Institut  
Universität Potsdam

HPI

# WHAT IS DESIGN THINKING?



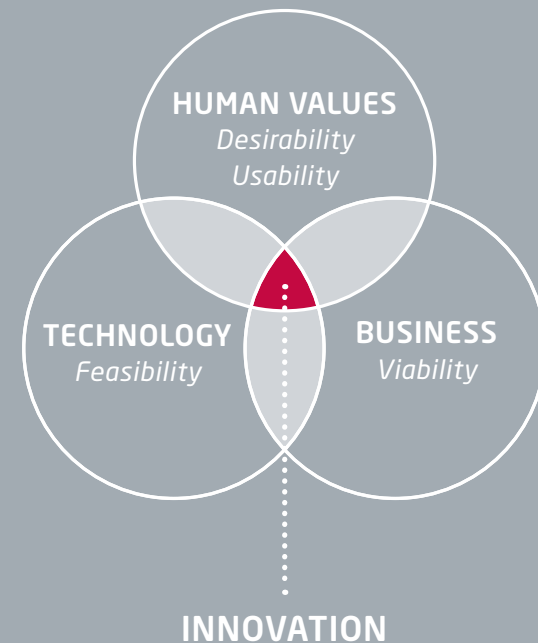
Our society is becoming more complex. Through globalization and technological innovations, our pace of life is accelerating, and the way we live and work is becoming more diverse and sophisticated.

Companies and institutions face an uphill battle; the pressure to change, and to manage this growing complexity, is increasing.

Enter design thinking: a human-centered, iterative, team-based mind-set that leads to breakthrough innovations. With its fusion of creativity, shared leadership and efficiency, design thinking can help overcome yesterday's working models and transform traditional organizational cultures.

*"In a **networked world**, relying on individual knowledge alone is no longer enough. We must learn to think and work **collaboratively in multidisciplinary teams** to acquire sources of **innovative ideas and inspiration.**"*

*Ulrich Weinberg,  
Director of the HPI School of Design Thinking*



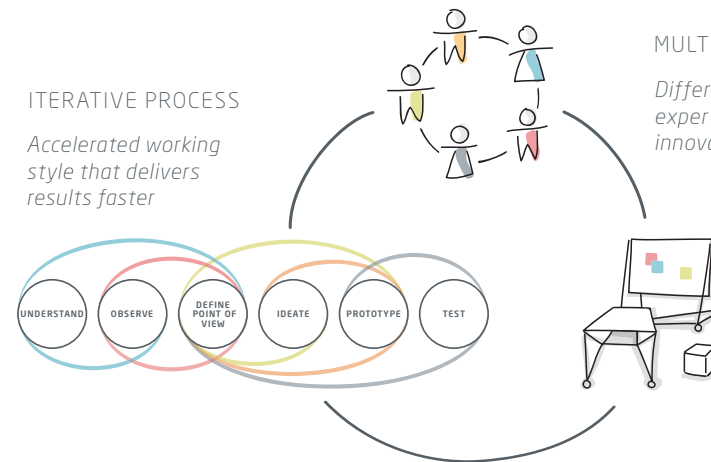
# HPI SCHOOL OF DESIGN THINKING

Since 2007 the HPI School of Design Thinking – HPI D-School for short – has offered supplementary programs in Design Thinking that are unique in Europe. Participants learn human-centered innovation processes and gain experience implementing them in actual projects. In close collaboration with partners from industry and society, multidisciplinary student teams create user-friendly products, services and business models. The learning environment is unique, with state-of-the-art collaboration spaces and equipment and an experienced, diverse team of co-educators.

The HPI D-School focuses on learning for the 21st century, developing cooperations with local and international project partners, and leading the further development of design thinking globally. In addition to teaching and research collaboration with sister institutes at Stanford University in the USA and South Africa, the HPI D-School is the center of a network of international schools of design thinking. Together, these organizations have created an active network of researchers, innovators, and change makers on a global scale.



ITERATIVE PROCESS  
*Accelerated working style that delivers results faster*



MULTIDISCIPLINARY TEAMS

*Different perspectives & expertise encourage innovative ideas*

FLEXIBLE WORKING ENVIRONMENT

*Movable furniture creates a variety of working modes & collaboration spaces*

# FOR STUDENTS

# DESIGN THINKING



## TARGET GROUP

- Students in bachelor's, master's or PhD programs, and recent graduates (*maximum 1 year after graduation*)
- All disciplines and nationalities
- Age limit: 35 years old

## APPLICATION

- Study places: Short Track: 40  
Basic Track: 80  
Advanced Track: 40
- Application deadline:  
31 January / July

For more information visit:  
[www.hpi.de/d-school](http://www.hpi.de/d-school)

## PROGRAMS

- Two-semester supplementary study (*two days per week*)
- Development of user-centric innovation concepts
- Working on real problems in partnership with organizations
- Short Track (*spring, fall*): Global Design Thinking-Week
- Basic Track (*1st semester*): Introductory to design thinking plus entry-level project with organizational partner
- Advanced Track (*2nd semester*): Deepening of design thinking knowledge plus complex project with organizational partner

## BENEFITS

- Innovative teamwork in small, multidisciplinary teams
- Support provided by experienced coaching-team
- Close cooperation with partners from industry and society
- Cutting-edge equipment, creativity-inspiring facilities
- Certificate of completion

# FOR PROJECT PARTNERS



## PROGRAMS

### Short Track

- Project duration: One week
- New problem
- Variety of strategic ideas
- Eight teams per project

### Basic Track

- Project duration: Half a semester
- Innovation problem
- Development of concept ideas
- Two teams per project

### Advanced Track

- Project duration: One semester
- Complex problem
- Development of design solutions, business model, and implementation plan
- One team per project

## COLLABORATION

- Joint formulation of the problem
- Providing information, help and feedback to participants throughout the process
- Close cooperation and consultation within teams to develop creative and realistic solutions
- Participation in feedback-loops, interim and final presentations

## BENEFITS

- Chance to experience the design thinking mind-set at work on real problems
- Innovative problem solutions developed by multidisciplinary student teams
- Deep insights into the unique design thinking working culture
- Detailed documentation of the process and the results

## DATES

- Winter semester (*October – February*) and summer semester (*April – July*)
- Inquiries: Up to two months before the start of the semester

# CONTACT

*Are you interested in a study program  
at the HPI School of Design Thinking,  
a project partnership, or our course  
offer for professionals?*

*Contact us at:*

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