



新思課  
Dthinker

# Design Thinking Innovation

@Communication University of China

About me.....



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Head of Design Thinking Innovation Center,CUC

Senior Consultant of Journey 2 Creation company in Germany

Expert of " Online Content Review Committee" of the Chinese Culture Ministry

Director member of China Association of Social Art

"Beijing Young Talents" in 2014



# Design Thinking On The Planet





# 设计思维

第一届  
亚洲创新峰会  
DesignThinking  
Conference Asia





What is Design Thinking ?

HUMAN

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# HUMAN

=

people

customer vs user

stakeholder

colleague, peer



DESIGN

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**DESIGN IS NOT ONLY HOW IT  
LOOKS LIKE AND FEELS LIKE.  
DESIGN IS THE „WHY“ AND  
THE „HOW IT WORKS“!**

HCD

=

**WORKING ON IDEAS THAT FULFILL A NEED  
OF A HUMAN IN A CONTEXT**



User Experience  
Service  
Interface  
Product  
Process/System

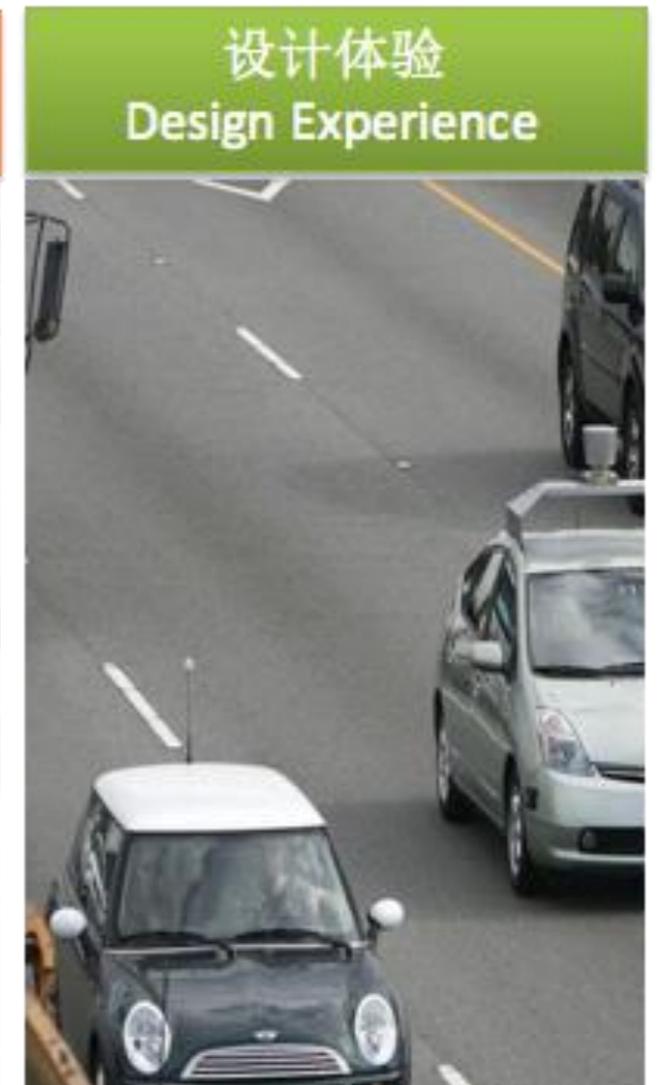
# DESIGN

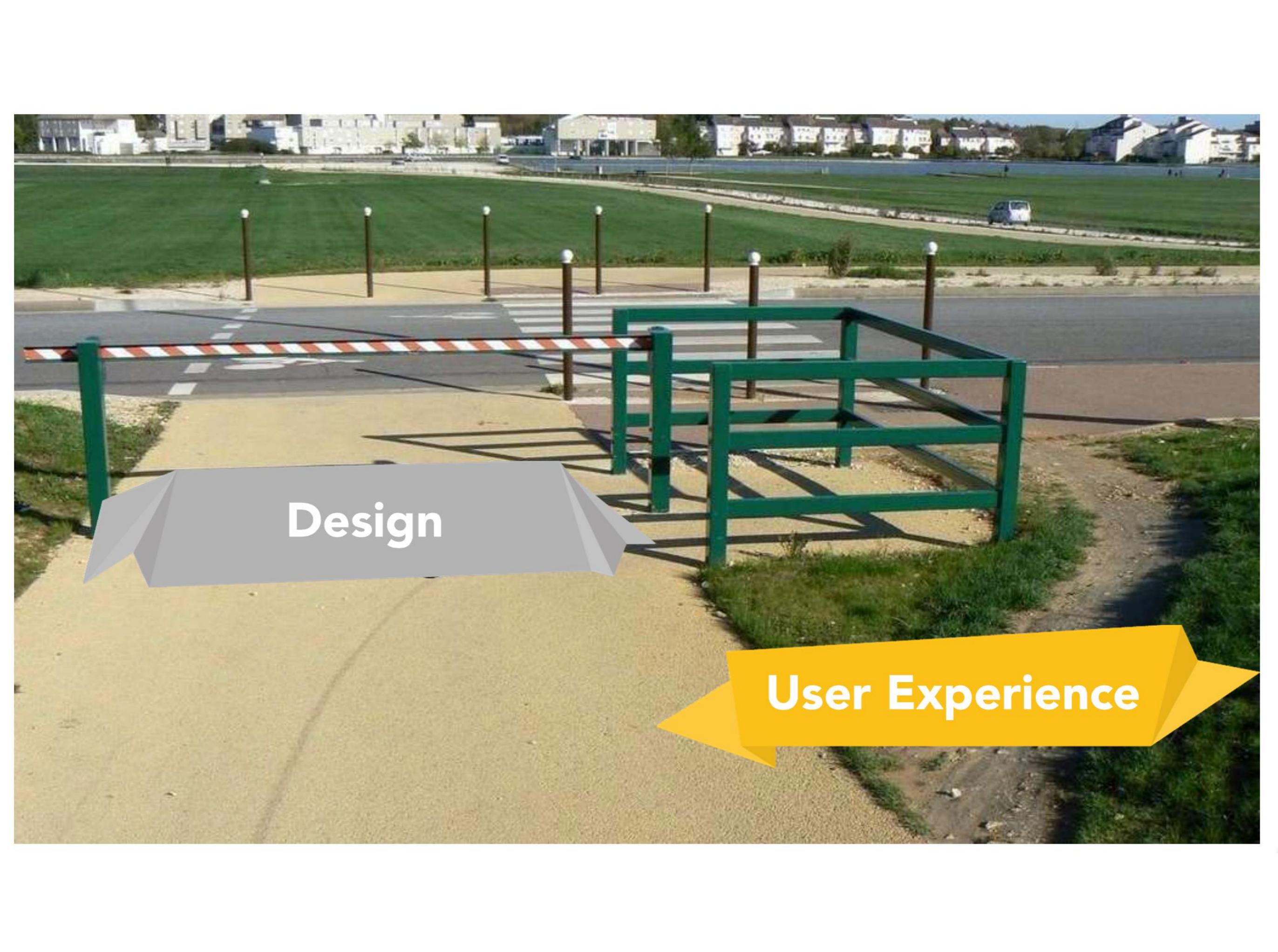


# Why Design Thinking?

Why Now

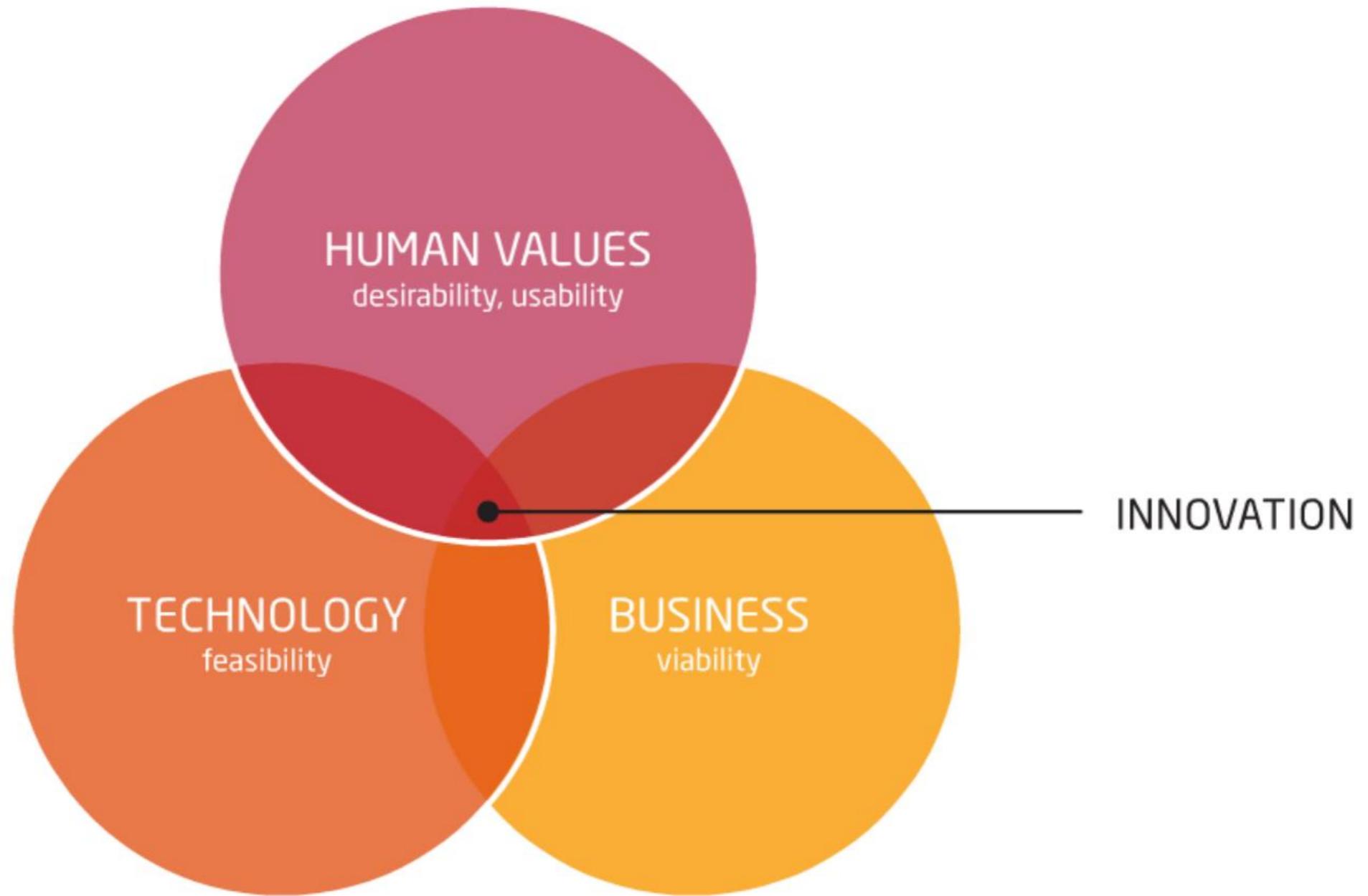
If we look back at the commercial world  
It has been changed from.....





**Design**

**User Experience**



Focus: Human Needs



Quelle: HPI School of Design

# 3 Core Elements

# Multi-disciplinary Teams



# Specially Designed Places



Inspired

Round tables  
@CUC



Hexagon tables  
@HPI



# Iterative Process





# Impact of Design Thinking

in Business and Social Area



**How might we continue our express delivery business if there's no vehicle on road in next 20 years?**

# Network Thinking



DHL Showed This Prototype in Shanghai Expo in 2010



2015

Ideas Come To Real World



# Student Projects

@Communication University of China





**HMW encourage car owners to buy e-insurance through the internet instead of any other distribution channels ?**

# Field Research



# Multi-Prototype

## Season Machine

OF PING AN

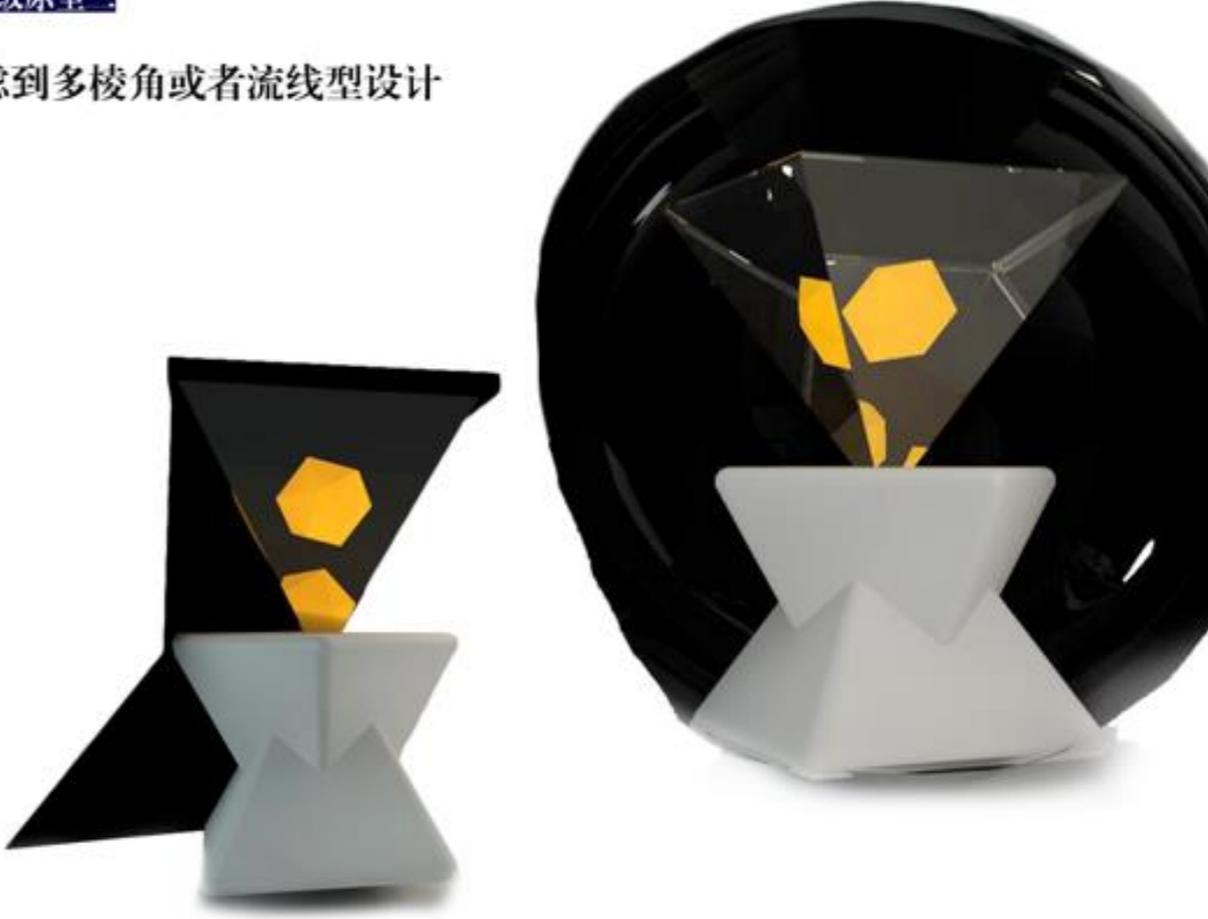
“一路陪伴，四季守护，祝您平安”

- Spring: Herbal flavour
- Summer: Flores aurantii
- Autumn: Spicy
- Winter: Sandalwood

产品级原型一

产品级原型二

考虑到多棱角或者流线型设计







**HMW redesign the visiting experience of Confucian Temple for teenagers?**



Conflicts  
Misunderstandings  
between  
Young and Old



# Playful Guidance Book

## 國子監一指書



北京国子监始建于元成宗大德十年（1306年），是中国元、明、清三代国家管理教育的最高行政机关和国家设立的最高学府。

尊  
师



他是谁?



BENEFIT: Playful experience  
Sense of achievement  
Good contact media

BUSINESS PEOPLE DON 'T JUST NEED  
TO UNDERSTAND DESIGNERS BETTER;  
THEY NEED TO BECOME DESIGNERS.

—Roger Martin, Dean Rotman School



**Thank you!**

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