

design thinking.

design thinking.
penser «design» ?



Juicy Salif™ by Starck, Alessi



Juicy Salif™ by Starck, Alessi

design thinking.
penser «conception».



Bill Moggridge



Mike Nuttall



Tom Kelley



David Kelley



Tim Brown



Jane F. Suri

designerly ways of thinking.
designerly ways of knowing.
designerly ways of doing.

(Archer, 1979)

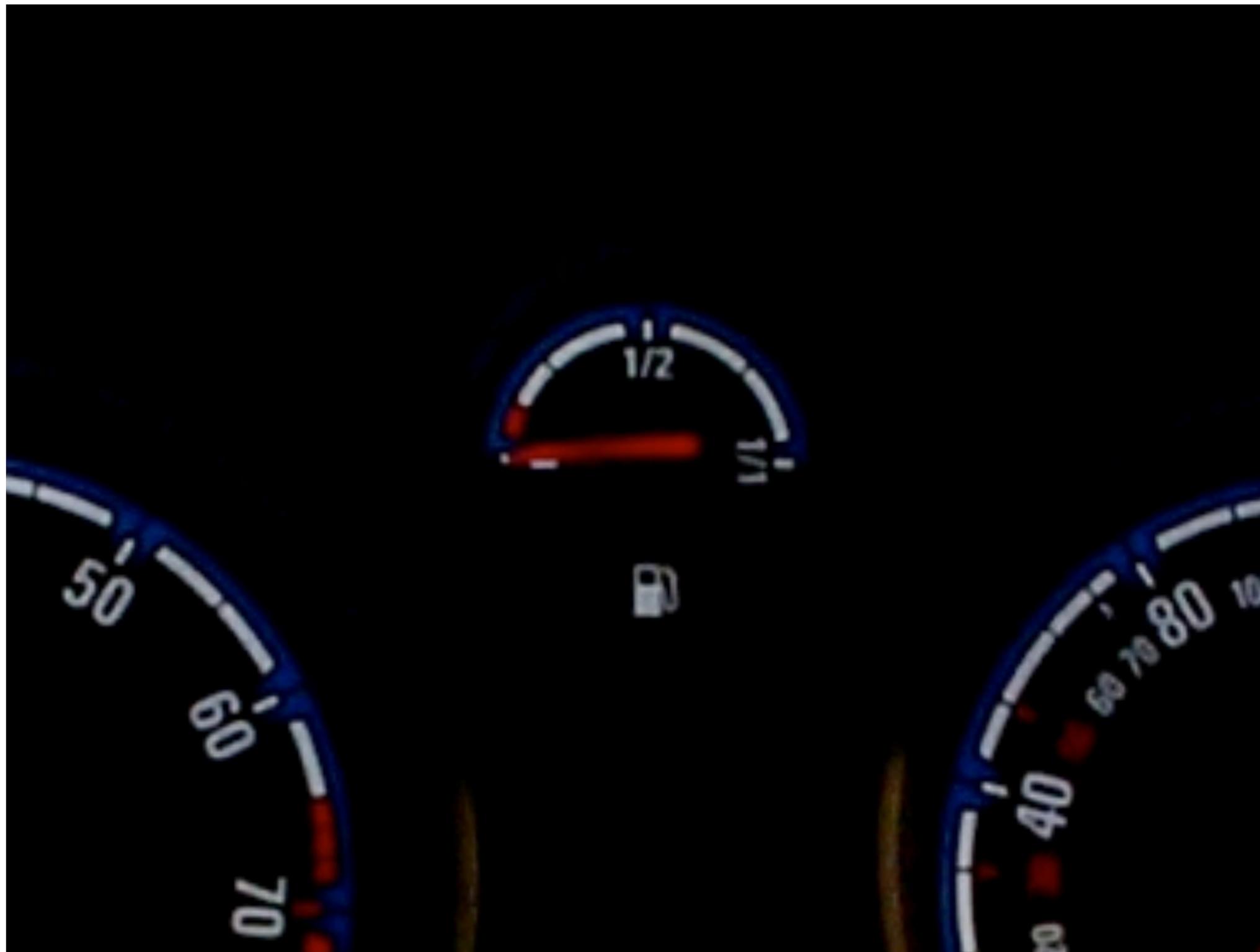
(Cross, 1982)

(Nelson & Stolterman, 2003)

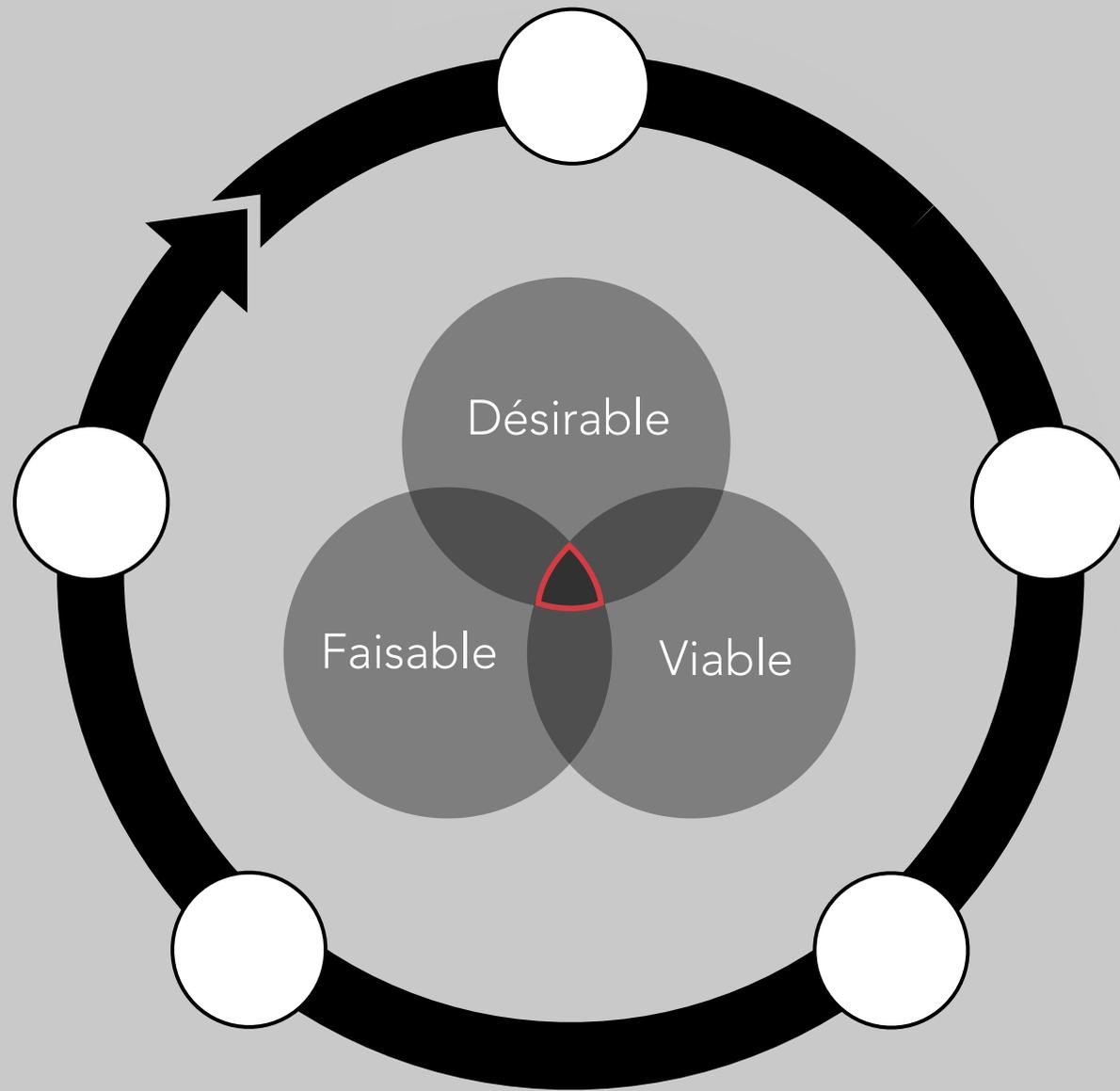


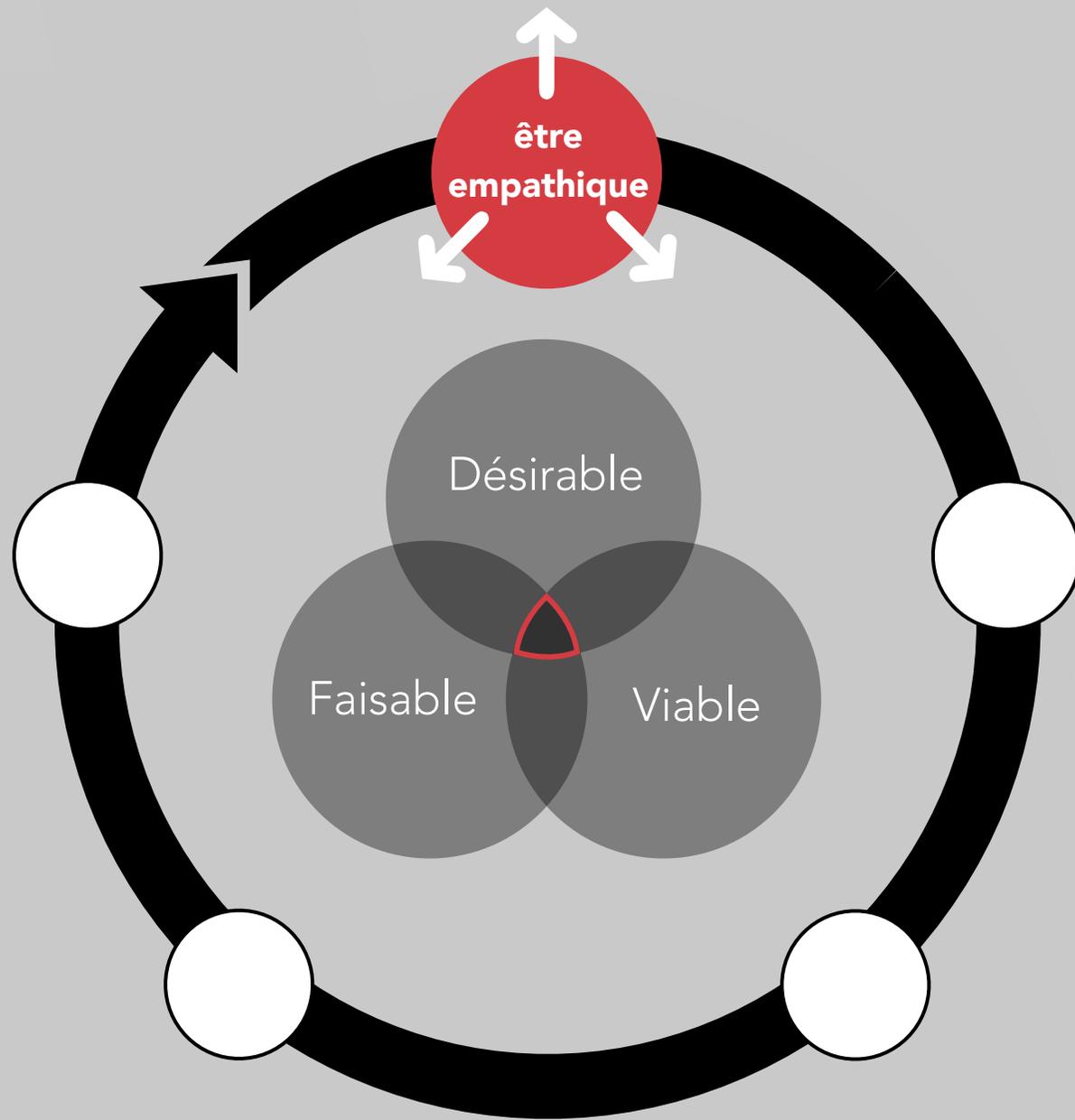


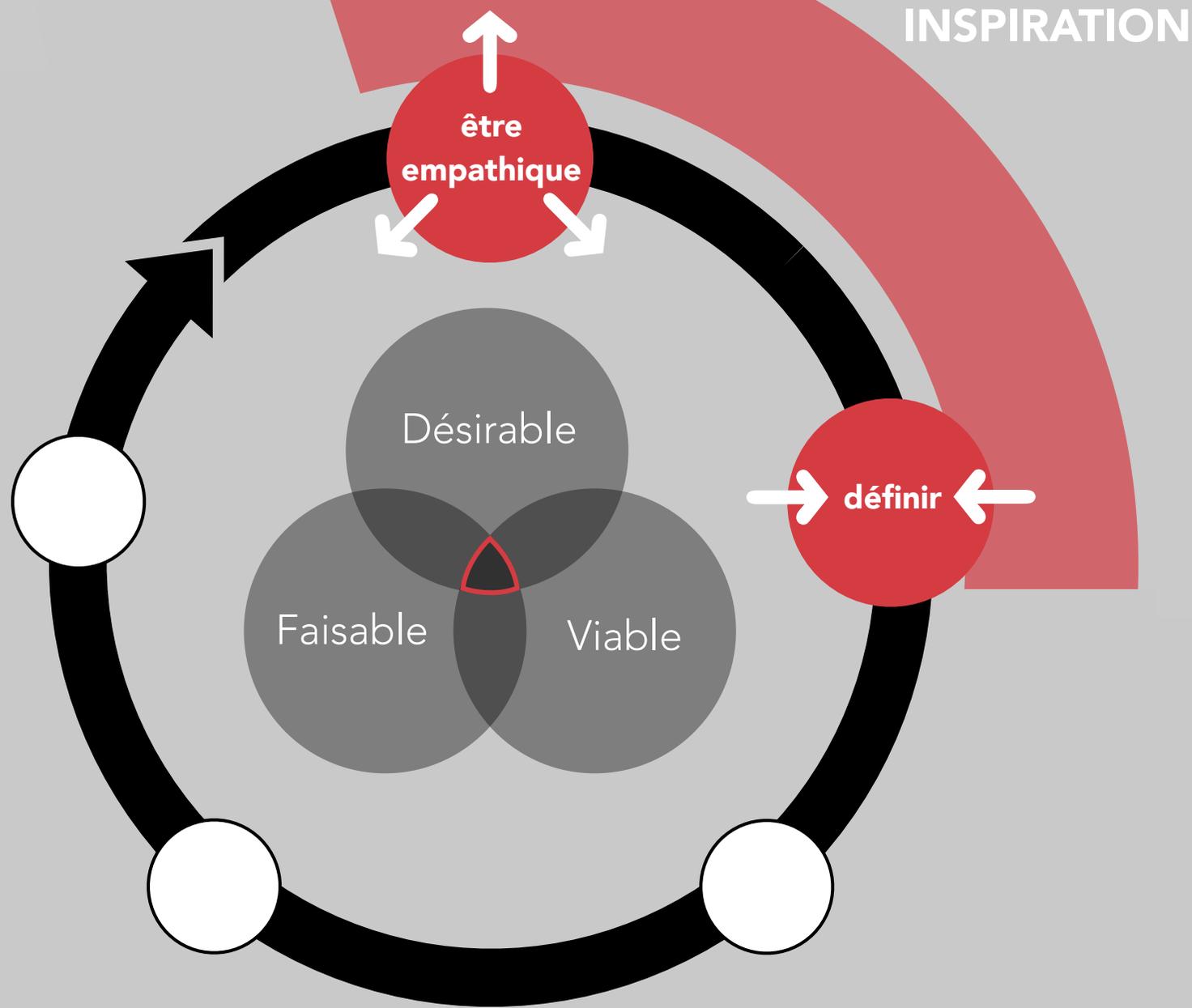
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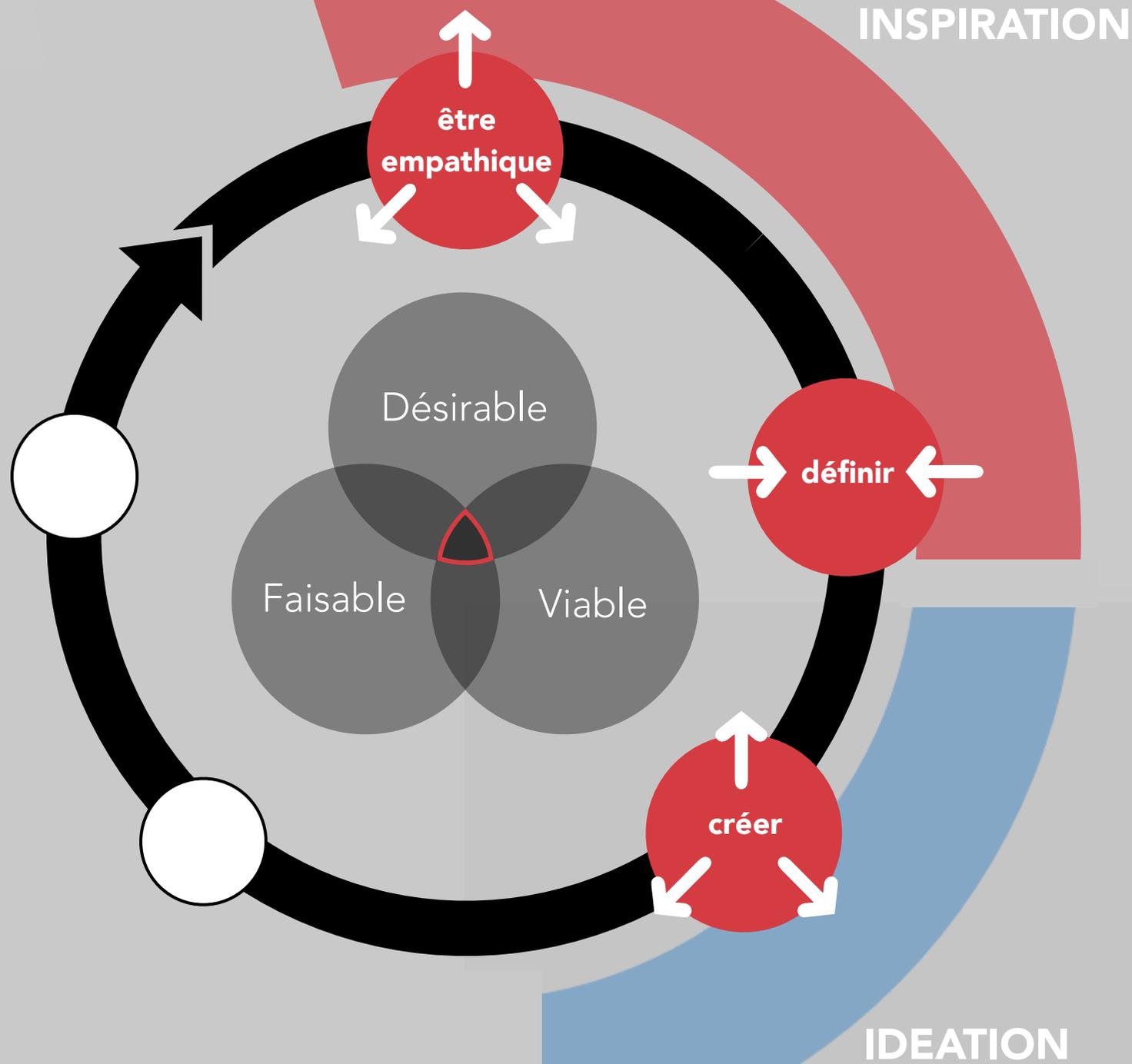


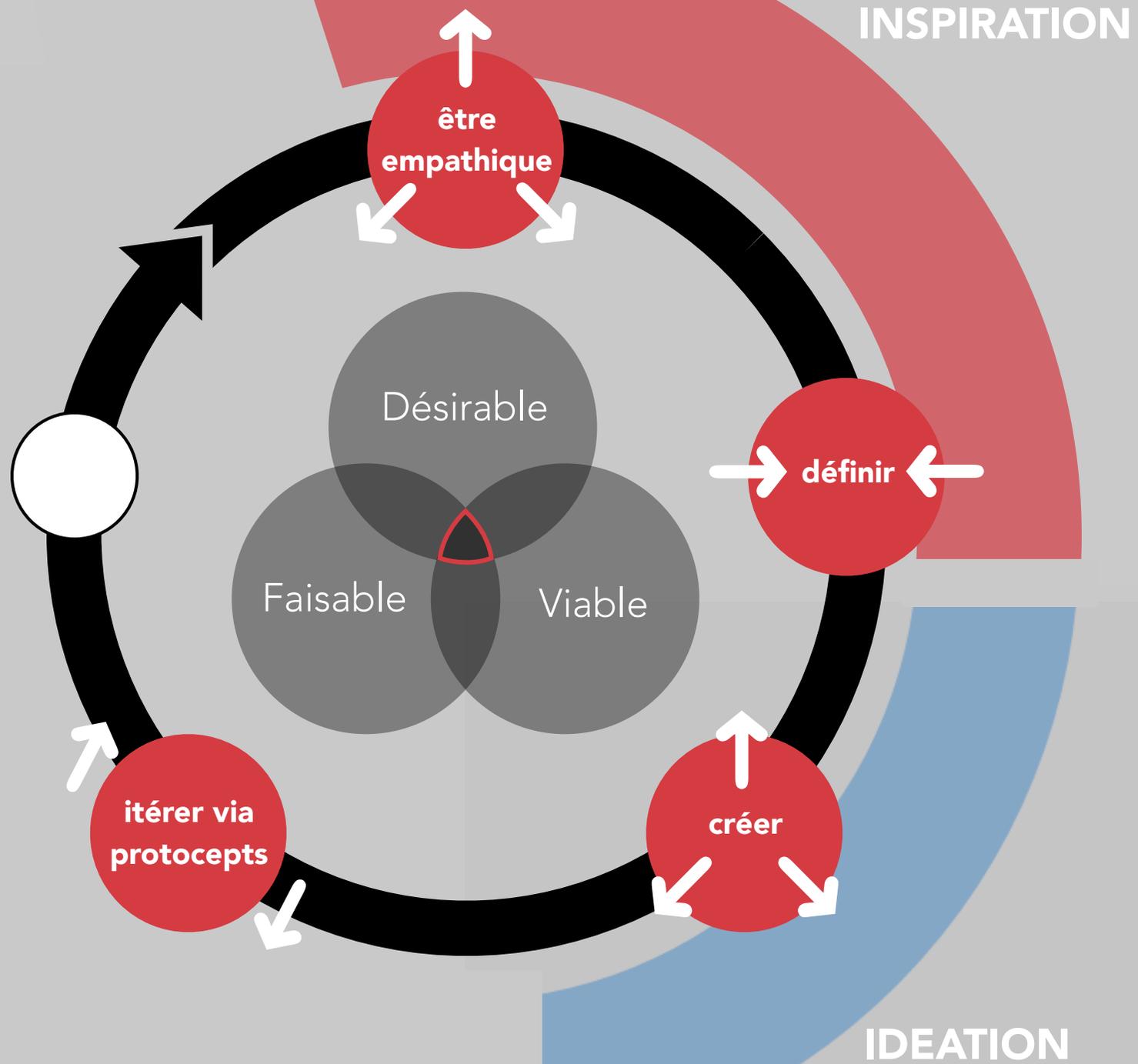
«The collected experience of the material culture, and the collected body of experience, skill and understanding embodied in the arts of planning, inventing, making and doing».





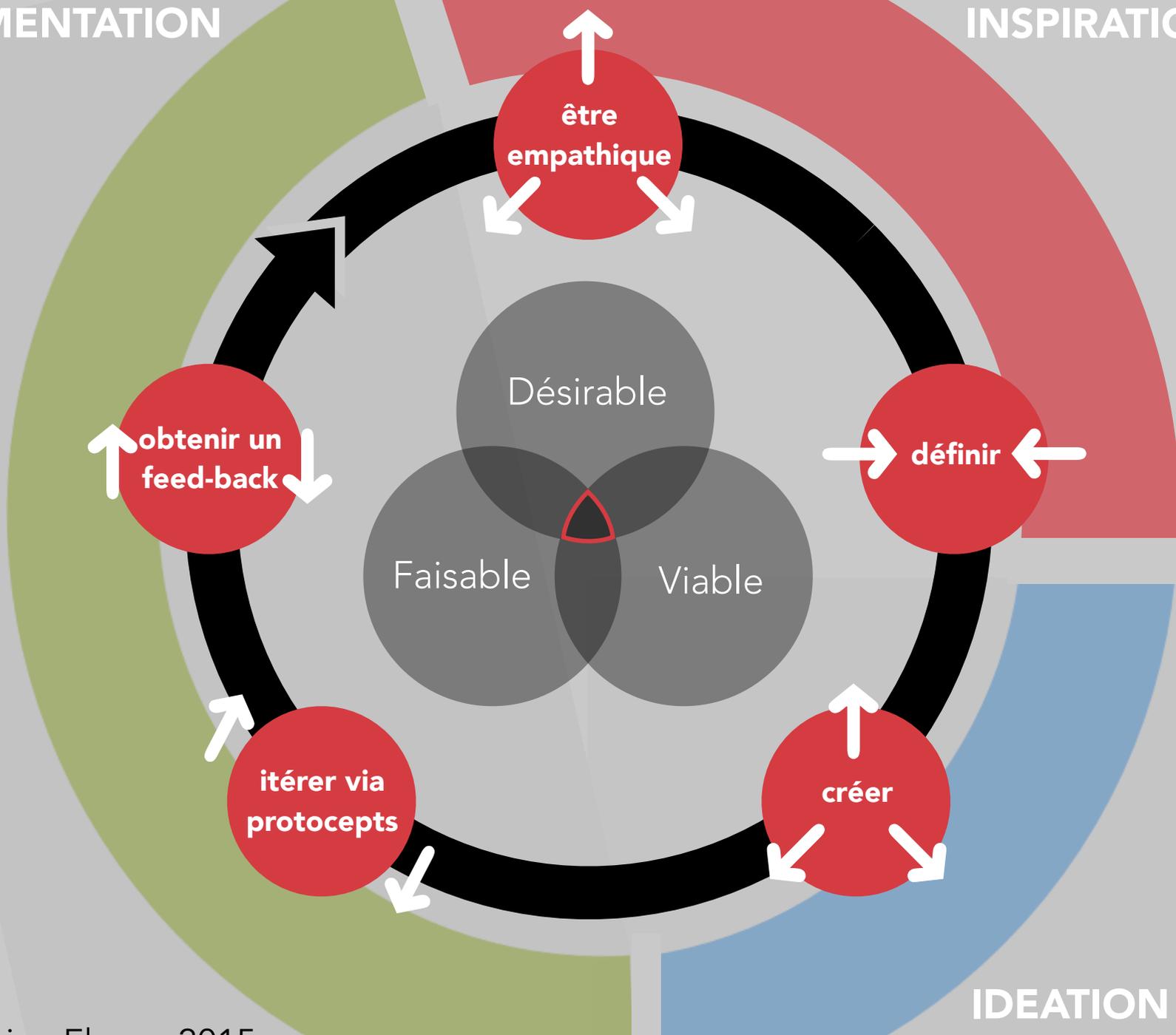






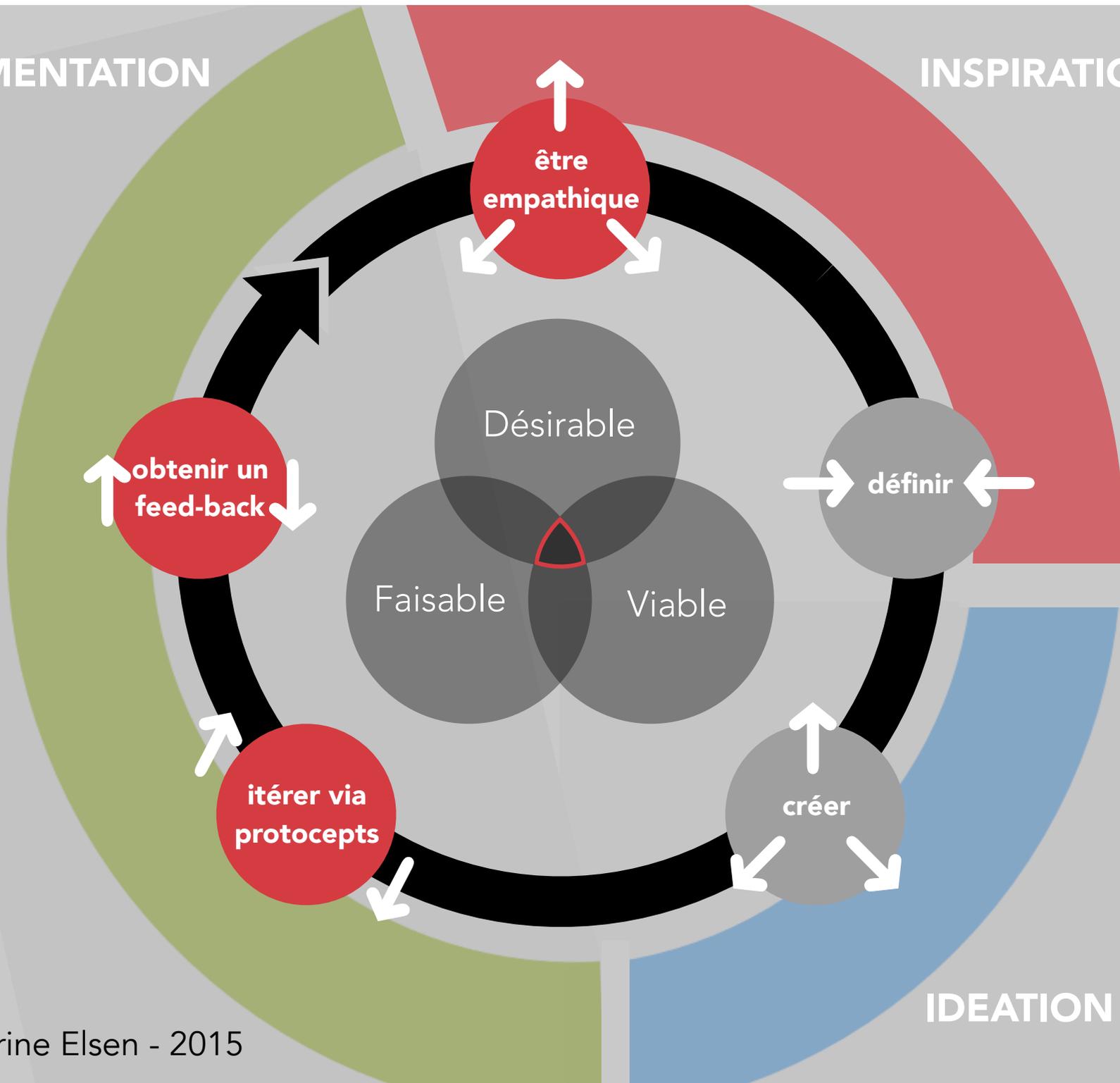
IMPLEMENTATION

INSPIRATION



IMPLEMENTATION

INSPIRATION



comprendre le client et son CdC

comprendre les utilisateurs finaux

comprendre sa propre démarche



OXO «Lost gloves wall»



comprendre le client et son CdC



comprendre les utilisateurs finaux



comprendre sa propre démarche



OXO «Lost gloves wall»



OXO «good grip»™



OXO measuring cup™

comprendre le client et son CdC

comprendre les utilisateurs finaux

comprendre sa propre démarche



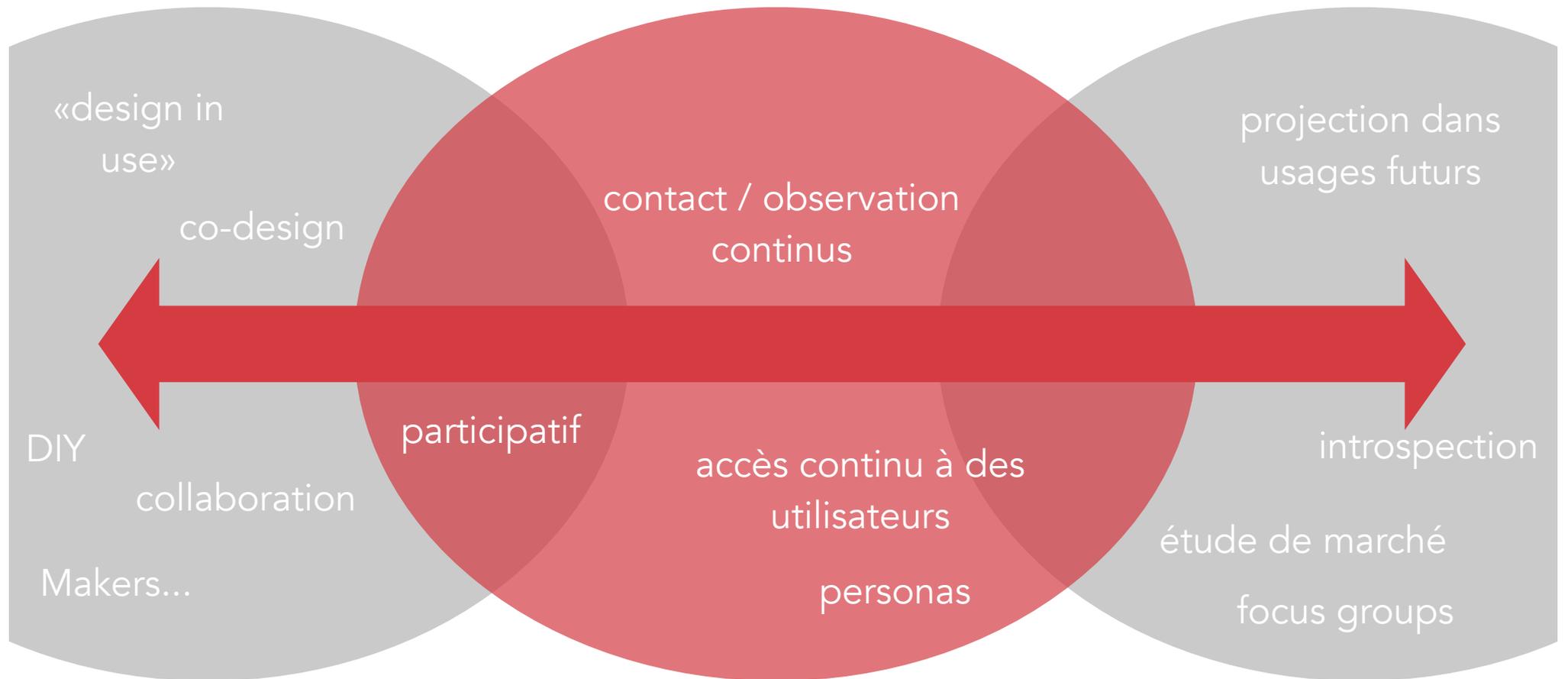
OXO «Lost gloves wall»



utilisateurs vus comme partenaires

utilisateurs vus comme ressources

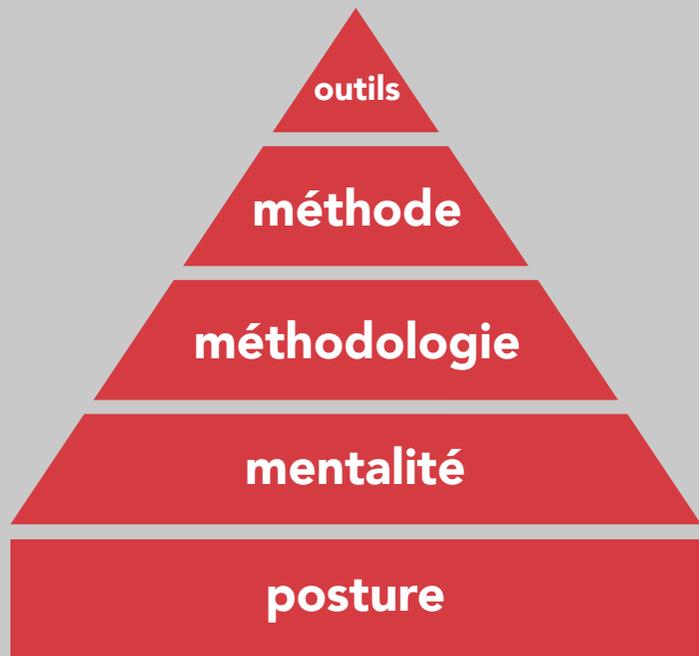
utilisateurs vus comme sujets distants



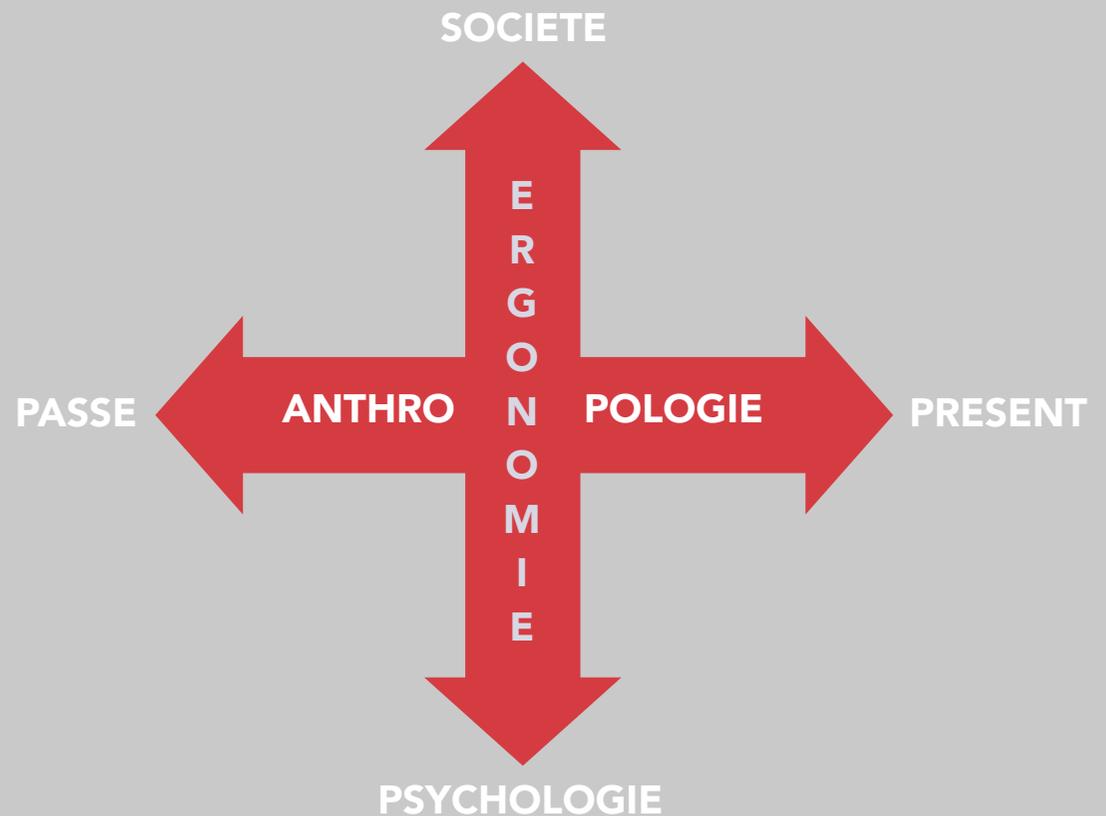
la verbalisation

ne résoud pas tout





(Postma et al., 2012)



«Empathy can be described as the ability to understand what it feels like to be another person – what that person’s situation is like from his/her own perspective»

1. innovation de rupture ?
2. chronophage !
3. design de service ?



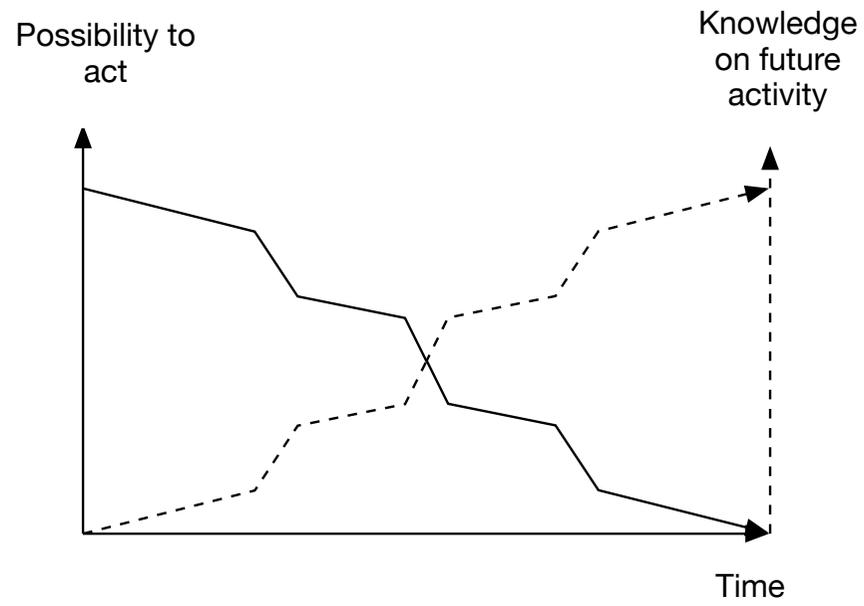
catherine.elsen@ulg.ac.be



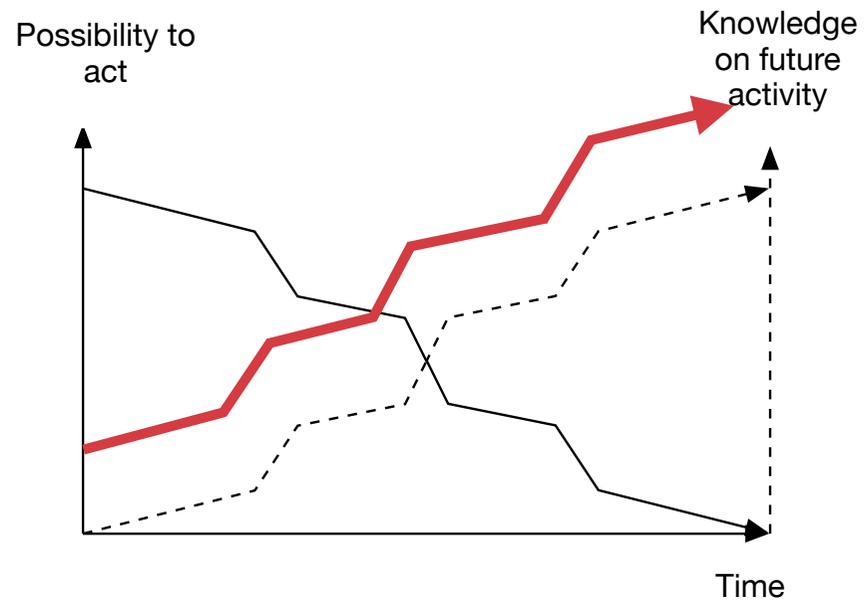
les freins

«If I'd asked customers what they wanted they would have said a faster horse»

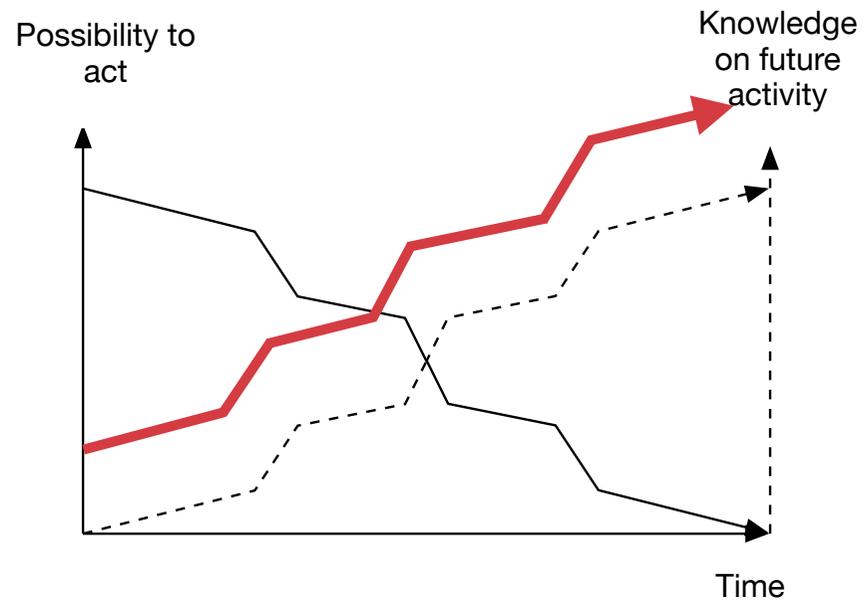
(Ford, ca. 1908)



(Midler, 1996)

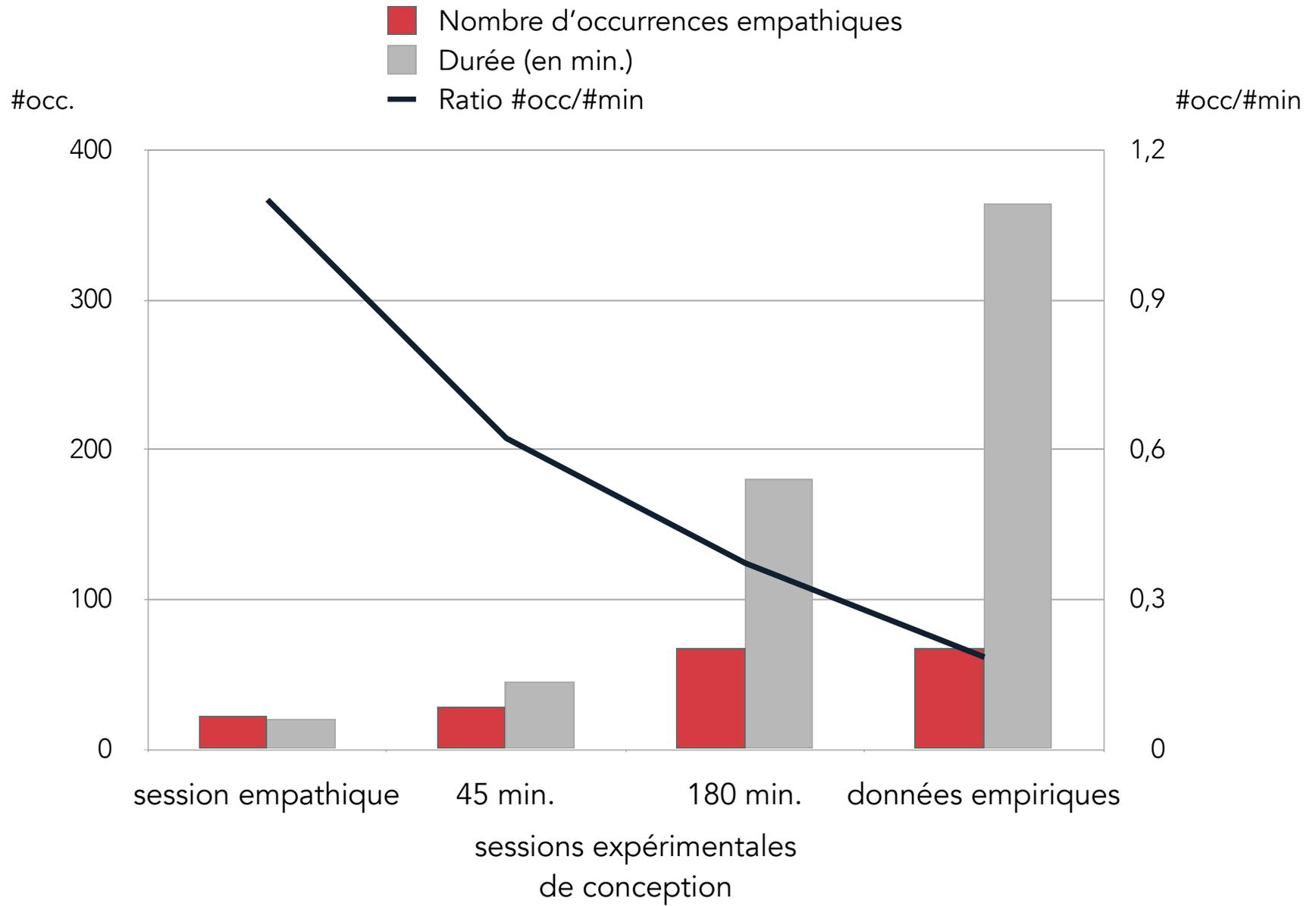


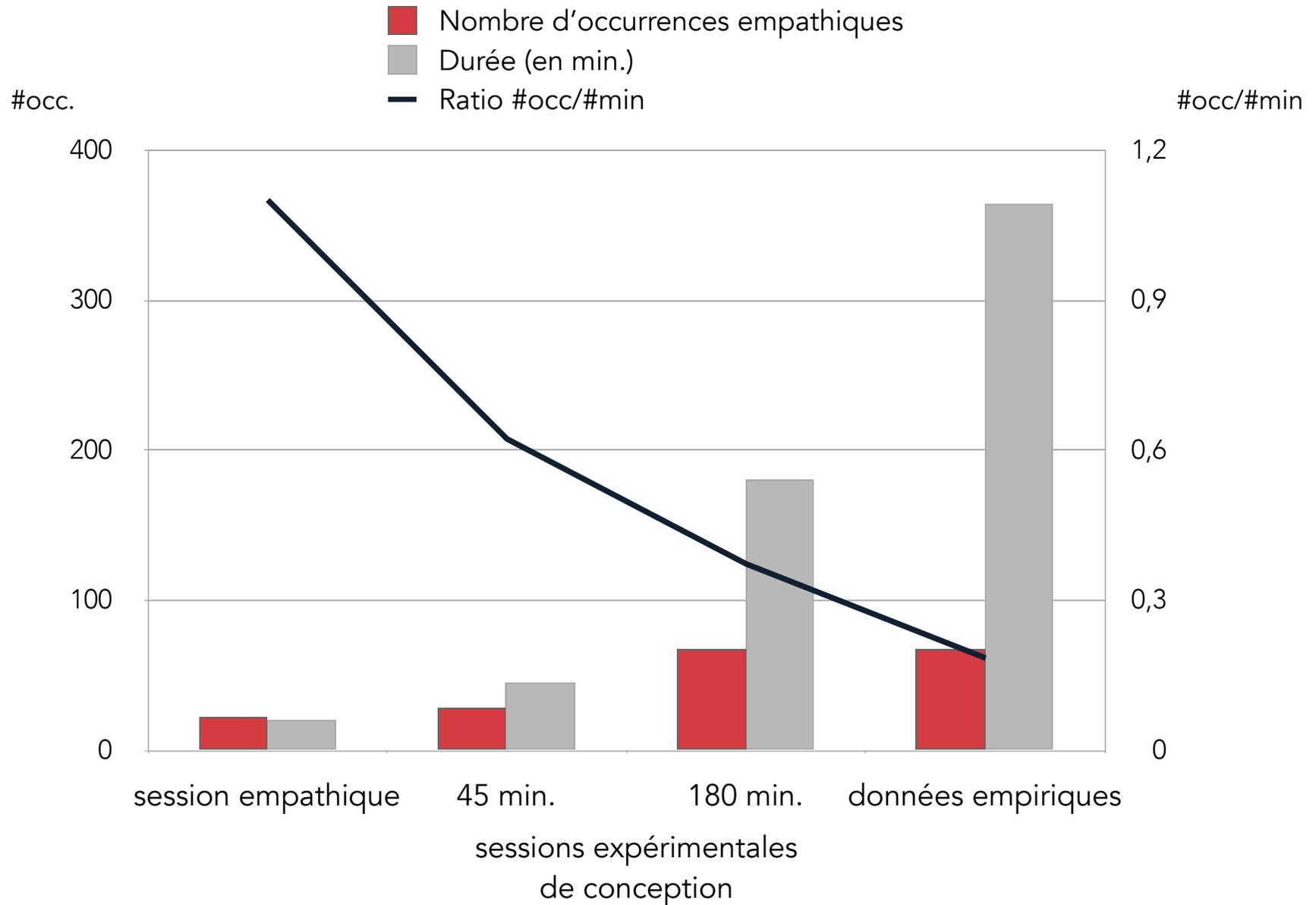
(Midler, 1996)



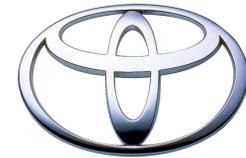
(Midler, 1996)

l'inspiration empathique *en complémentarité* de l'inspiration
technologique et industrielle





des méthodes agiles pour l'implémentation efficace du D.T



design thinking for service design



«To talk about design and leaving the designer out is like talking about music and leaving the musician out».



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