

# DESIGN THINKING

## MEKANISME PENGAJARAN

- 16 Kali Pertemuan (termasuk UTS dan UAS)

## Teknis Pengajaran

- Paparan di Depan Kelas
- Interaktif dialogis dosen dan mahasiswa
- Review
- Tugas Mandiri
- FGD

## Teknis Penilaian

- UTS = 20%
  - UAS = 20%
  - TUGAS= 20%
  - ETIKA = 20%
  - PRESENSI = 20%
- 100%**

# DESIGN THINKING

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DESAIN INTERIOR

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# WHAT IS DESIGN THINKING

- Design is a process encourages People to think outside the box in the Pursuit of creative or innovative solution

- Design Thinking proposes A learning-by-doing approach

- Design thinking shifts the focus from a Business-centric engineering solution, To a customer-centric solution.

**DESIGN** → **design thinking**



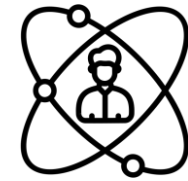
individual



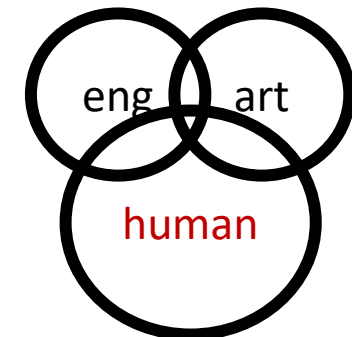
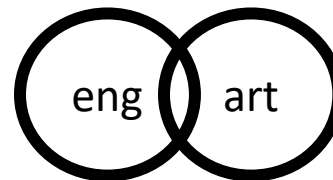
teammates



product



experience







iPod



Phone



Internet

## WHAT'S THE DIFFERENCE???

**Bill Gates**

**Individual**

**Focus On Product**

**Likely not used**

**Steve Job's**

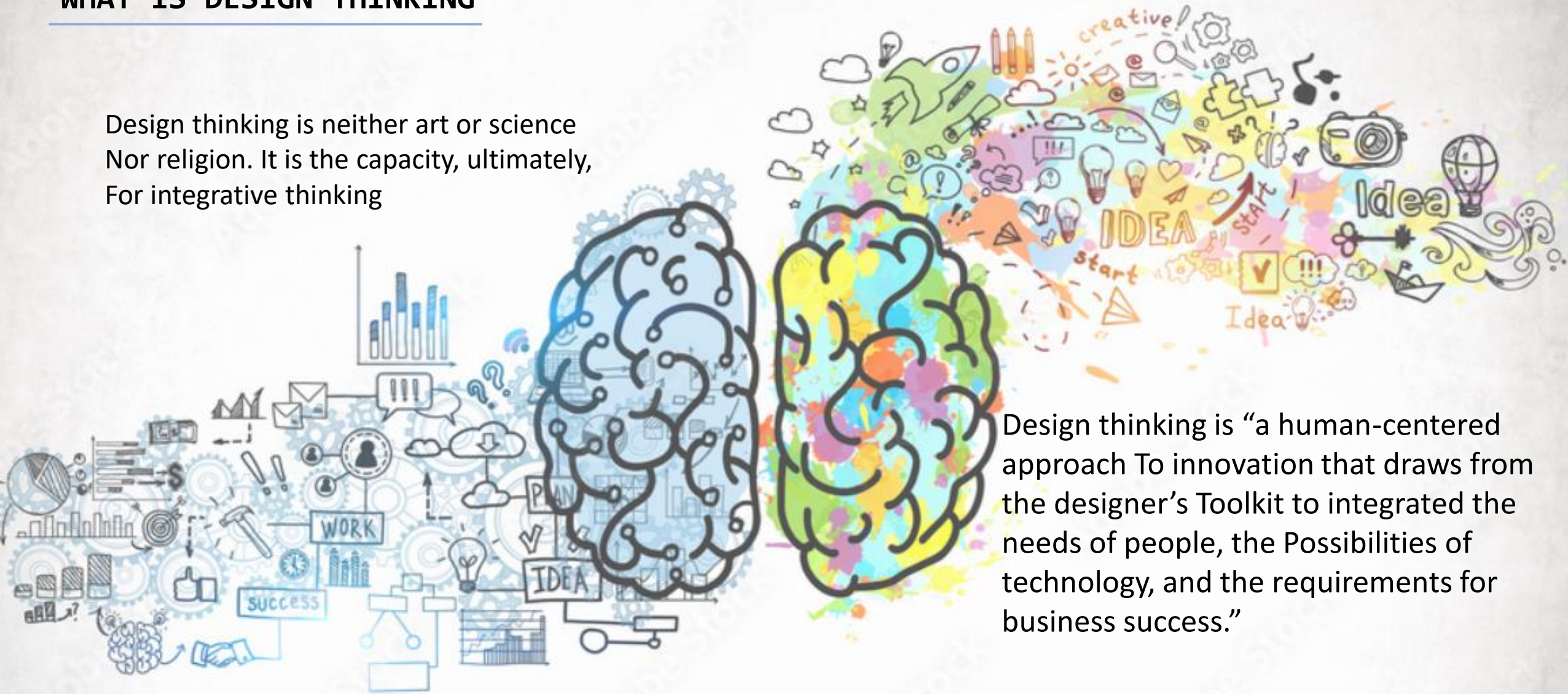
**Collaboration**

**Focus On User**

**Optimist**

## WHAT IS DESIGN THINKING

Design thinking is neither art or science  
Nor religion. It is the capacity, ultimately,  
For integrative thinking

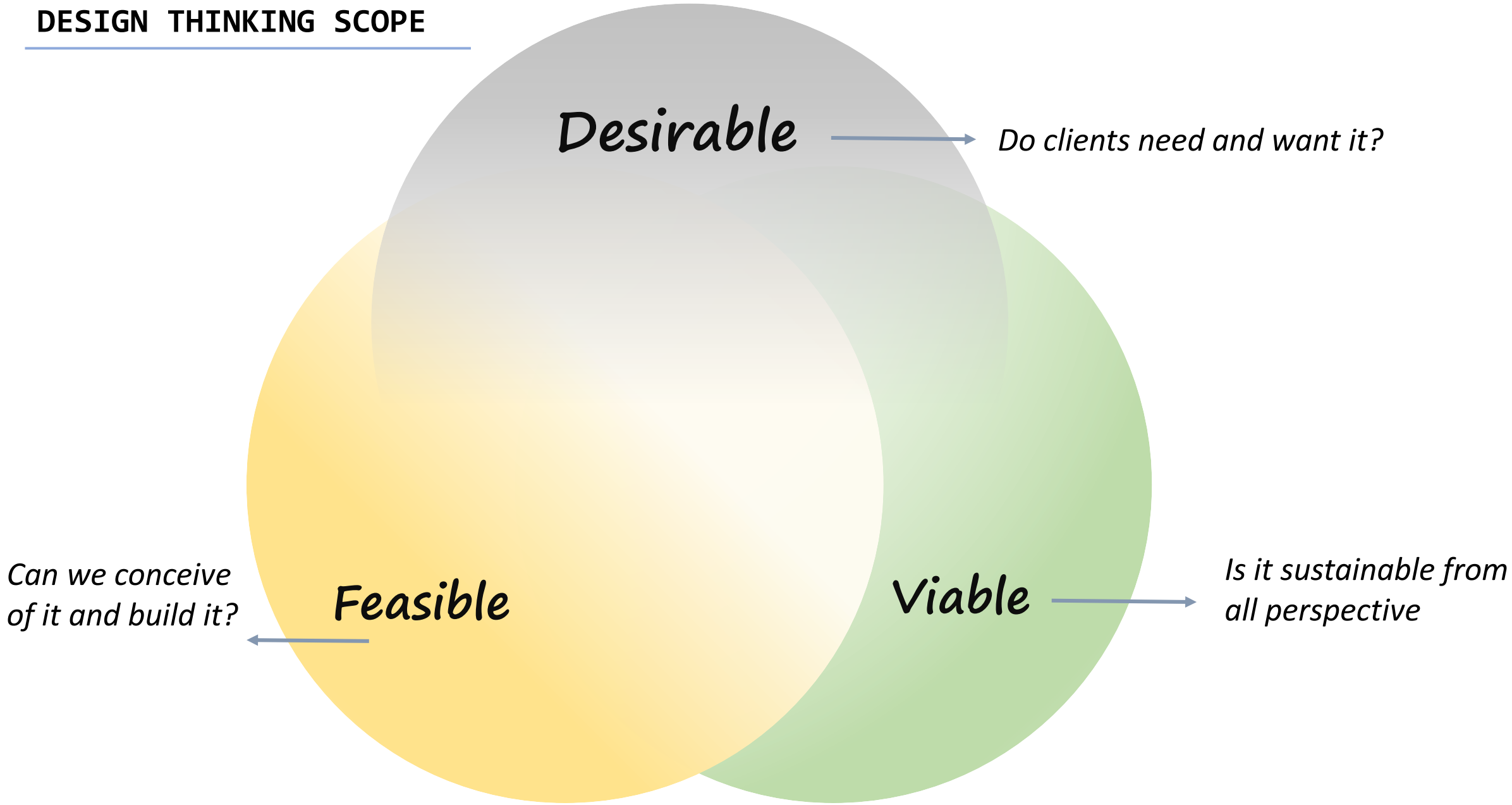


Design thinking is “a human-centered approach To innovation that draws from the designer’s Toolkit to integrated the needs of people, the Possibilities of technology, and the requirements for business success.”

- Tim Brown

**DESIGN THINKING SCOPE**

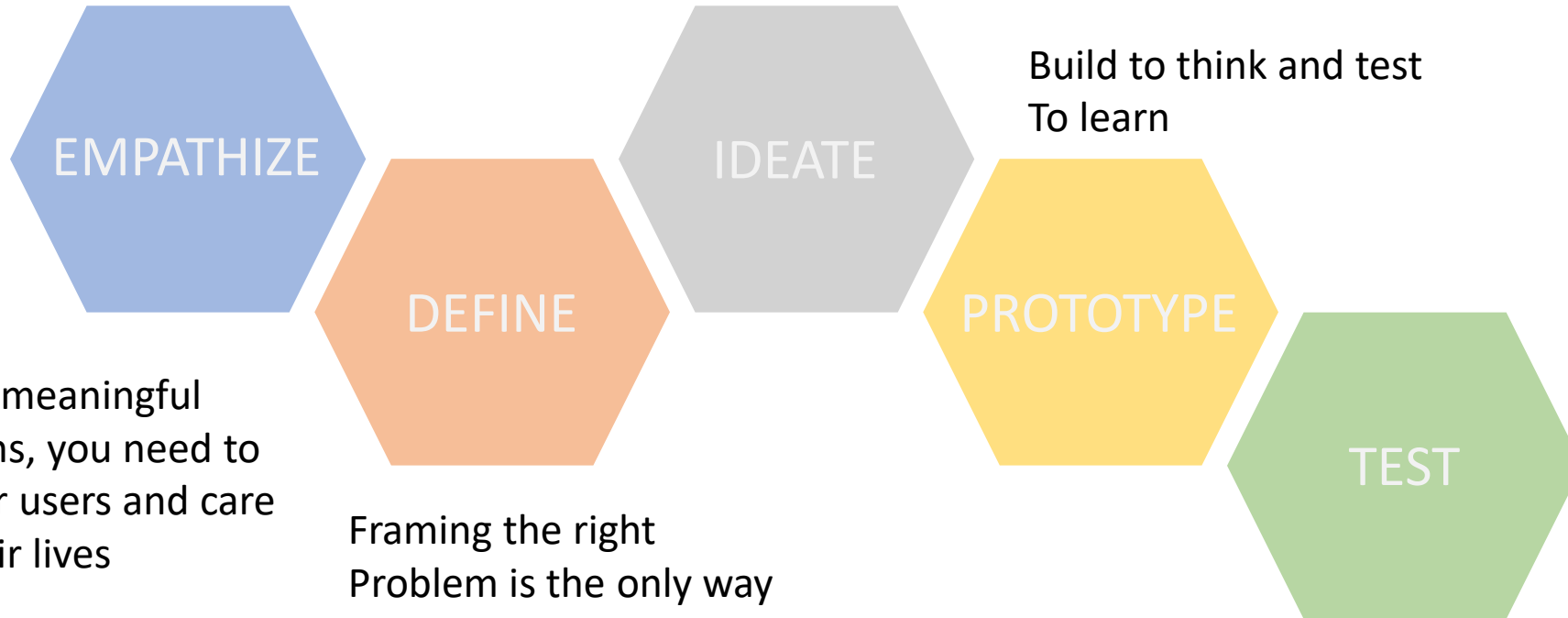
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# DESIGN THINKING STEP

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It's not about coming up with the 'right' ide, it's about generating The broades range of possibilities



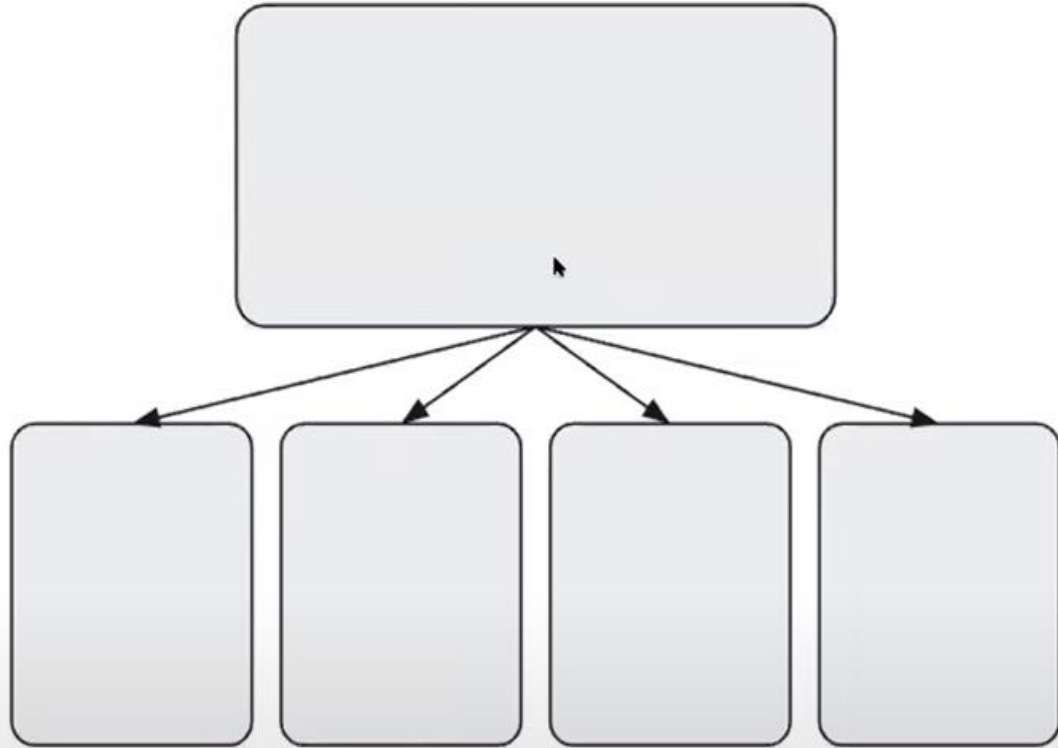
To create meaningful Innovations, you need to Know your users and care About their lives

Framing the right Problem is the only way To create the right Solution.

Build to think and test To learn

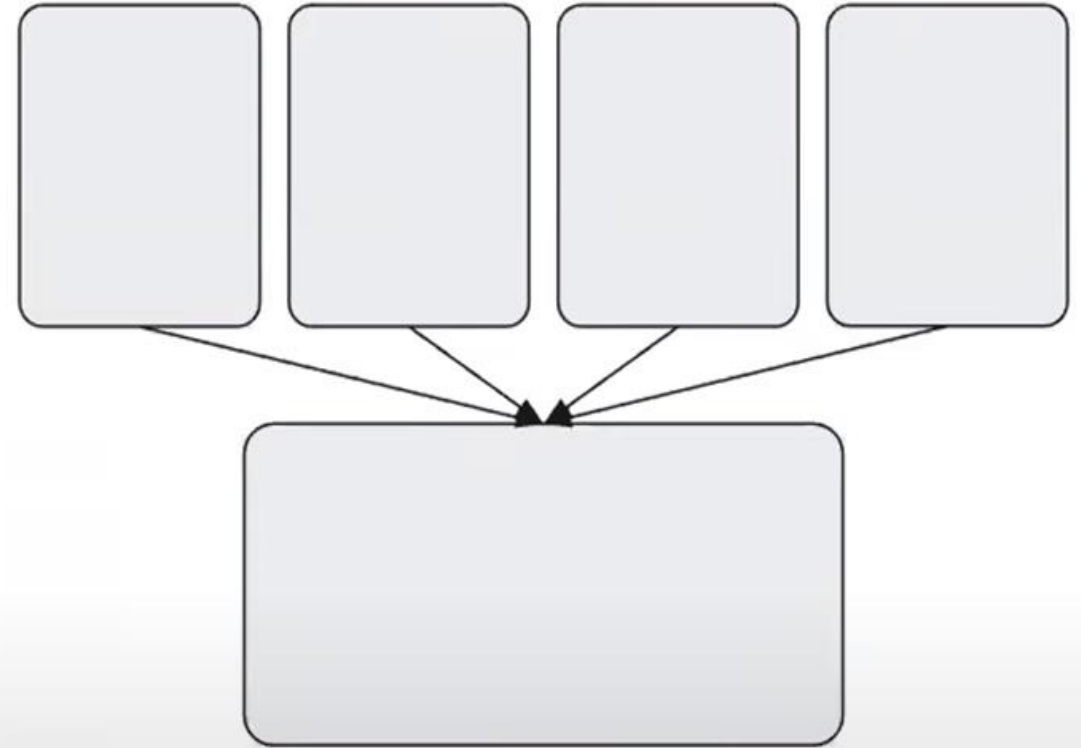
Opportunity to learn about your Solution and your user

# Analysis



Identify properties of the whole from properties of the parts

# Synthesis



Understand the properties of parts from the dynamics interaction that determine the behavior of whole

**LETS TALK ABOUT  
YOUR EMPATHIZE**