



Aalto University
School of Arts, Design
and Architecture



LAB University of
Applied Sciences

Strategic Design Management

Session #5

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LAB University of Applied Sciences

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The schedule - Week 02

#5 - 06/05 - Double Diamond (2/2)

*#6 - 07/05 - Design Operations - Harri Kiljander - CEO and
Founder of Alpha Design Partners*

#7 - 08/05 - Design Project - Mid-Presentation

09/05 - HELATORSTAI 🎉

#8 - 10/05 - Design Project

3 things we will do today

1 - Design project - Let's talk about wednesday

2 - Double Diamond - Part 2

3 - Design project - Teamwork

#1

Mid-Term Presentation

From 8 groups to 7

- Audi - 6 people***
- Tammer Golf - 4 people***
- L'Oreal - 6 people***
- Visit Finland - 5 people***
- Trung Nguyen Legend - 4 people***
- Marimekko - 4 people***
- Ikea - 6 people***

- *Each group has **10 min to present** + 5 min for questions from another group.*
- *Each group will **comment on 1 or 2 other groups.***

Schedule

09:00: - 09:15 - Intro - Download files

09:15 - 09:30 - A presents - G comments

09:30 - 09:45 - B presents - F comments

09:45 - 10:00 - C presents - D comments

10:00 - 10:15 - BREAK

10:15 - 10:30 - D presents - E comments

10:30 - 10:45 - E presents - C comments

10:45 - 11:00 - BREAK

11:00 - 11:15 - F presents - B comments

11:15 - 11:30 - G presents - A comments

A - Trung

B - VF

C - L'Oreal

D - Tammer Golf

E - Ikea

F - Audi

G - Marimekko

What to present?

First diamond of the Double Diamond model

Suggested Communication to Students

You might say something like:

"Design is inherently about exploration and dealing with ambiguity. While I provide you with a structure and guidelines, the nature of design is to explore within and sometimes beyond these boundaries. This approach is not just about producing a final product but learning how to think like a designer. Companies like IDEO and methodologies taught at Stanford's d.school emphasize this process. It's about learning to be comfortable with uncertainty and using it as a catalyst for creativity and innovation. By setting specific parameters too early, we risk overlooking innovative solutions that could arise from a more open exploration."

By framing the project this way, you help students understand the educational value of ambiguity in design projects and prepare them for real-world scenarios where clear-cut instructions are rarely available.

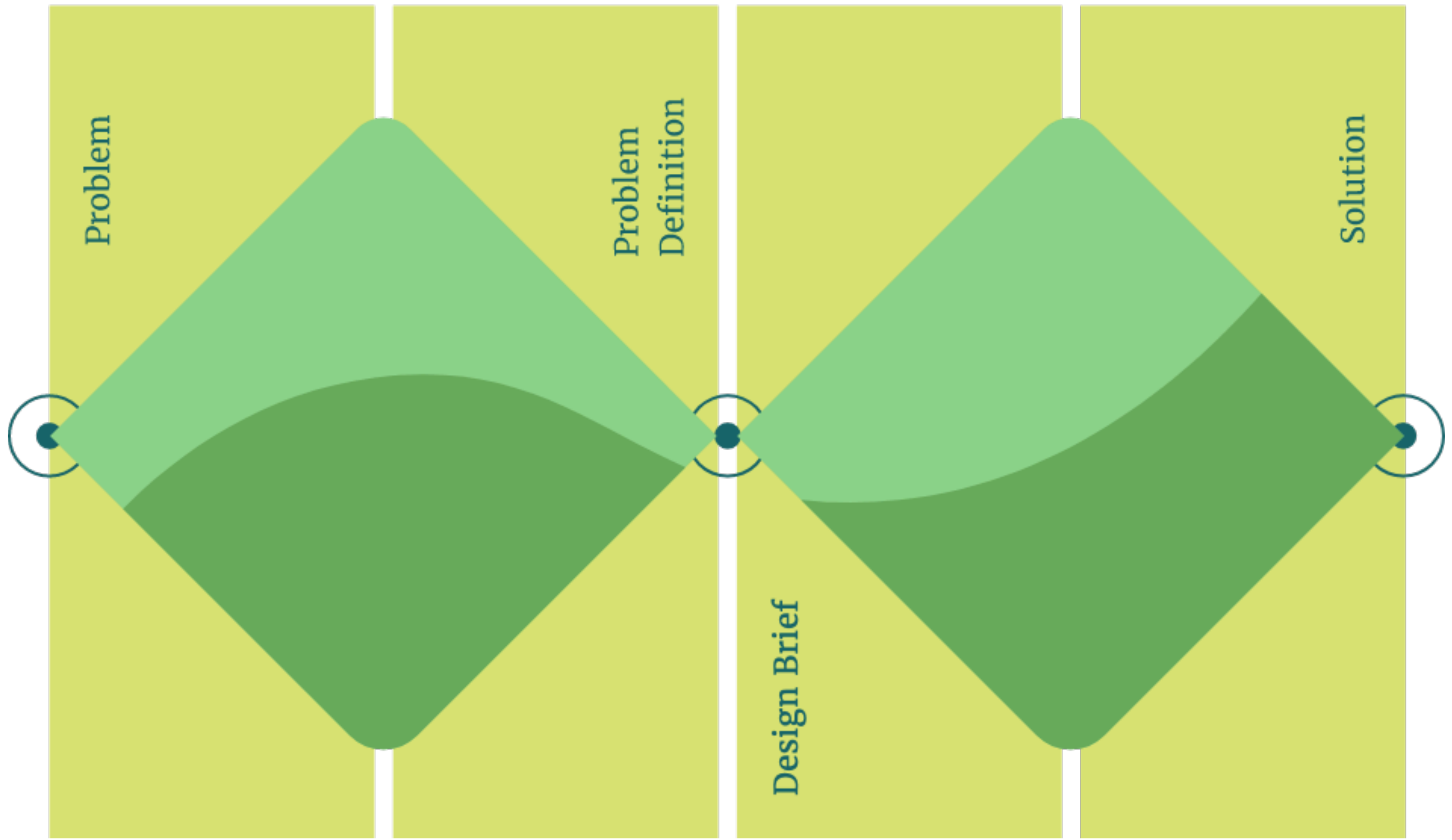


Discover
Insight into the problem

Define
The area to focus upon

Develop
Potential solutions

Deliver
Solutions that work



Discover phase

Problem/client exploration

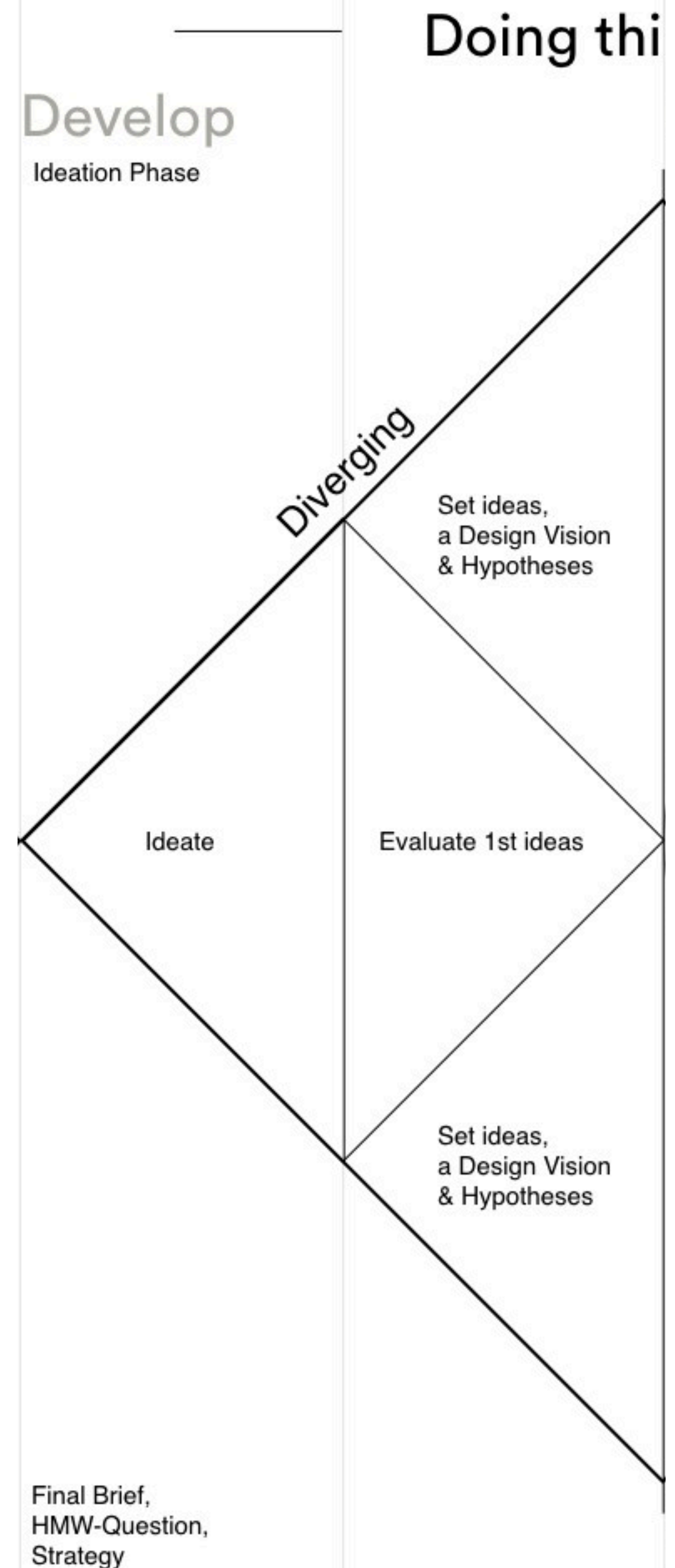
(User) Research

Define phase

Customer journey

HMW?

Revamped Double Diamond



Things to do:

- Evaluate the brief from client. Ask (many) questions
- Research with users, clients, client of clients, etc.
 - Interviews, observations, survey, desk research...
- Who else is solving the same problem?
Benchmarking

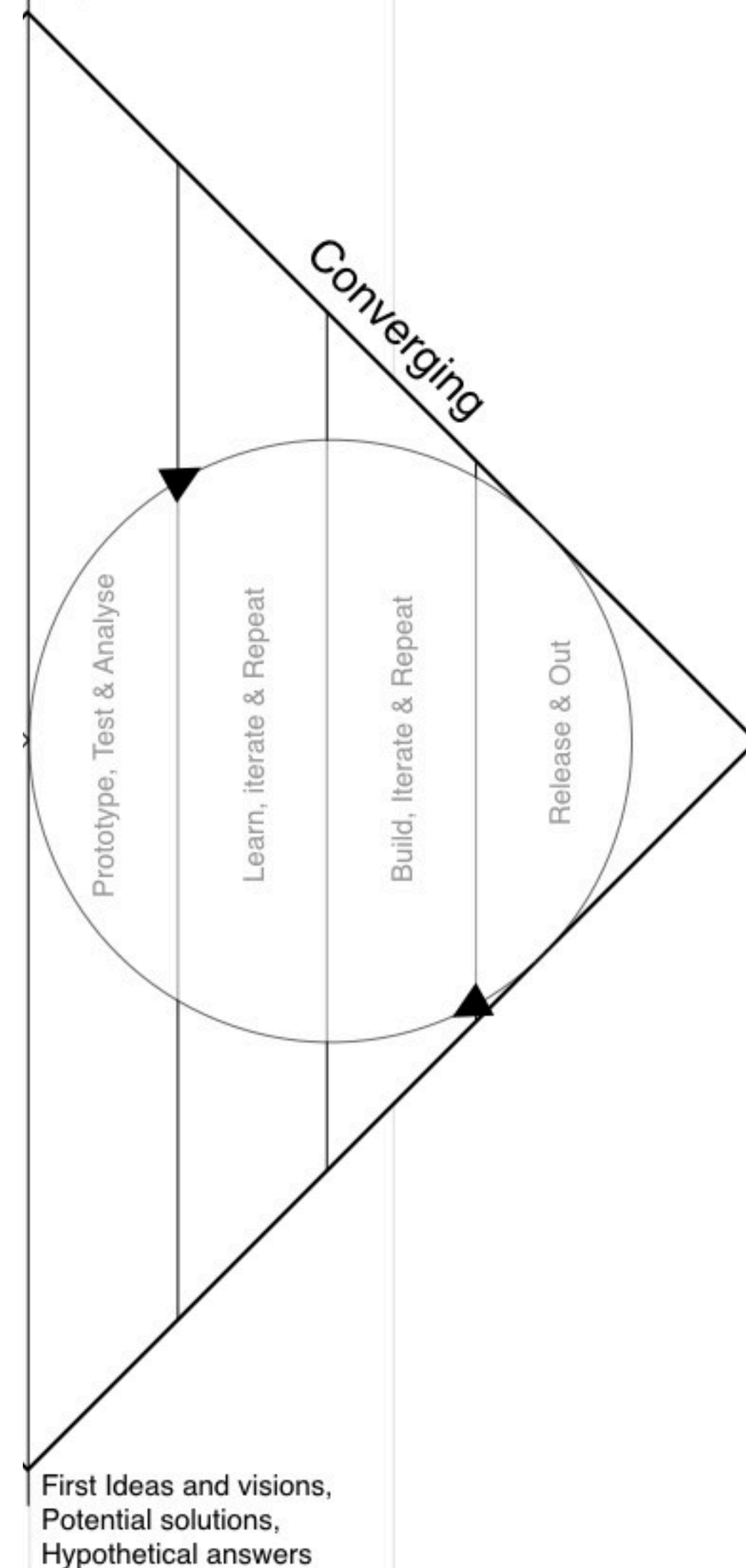
Output: Unstructured research findings, documentation and findings.

ond

ngs right

Deliver

Implementation Phase



Things to do:

- Summarize, cluster, find patterns. Affinity diagram as a method.
- Customer journey with pain points.

Output: A final brief, new or refined How Might We? Or project question.

What to deliver?

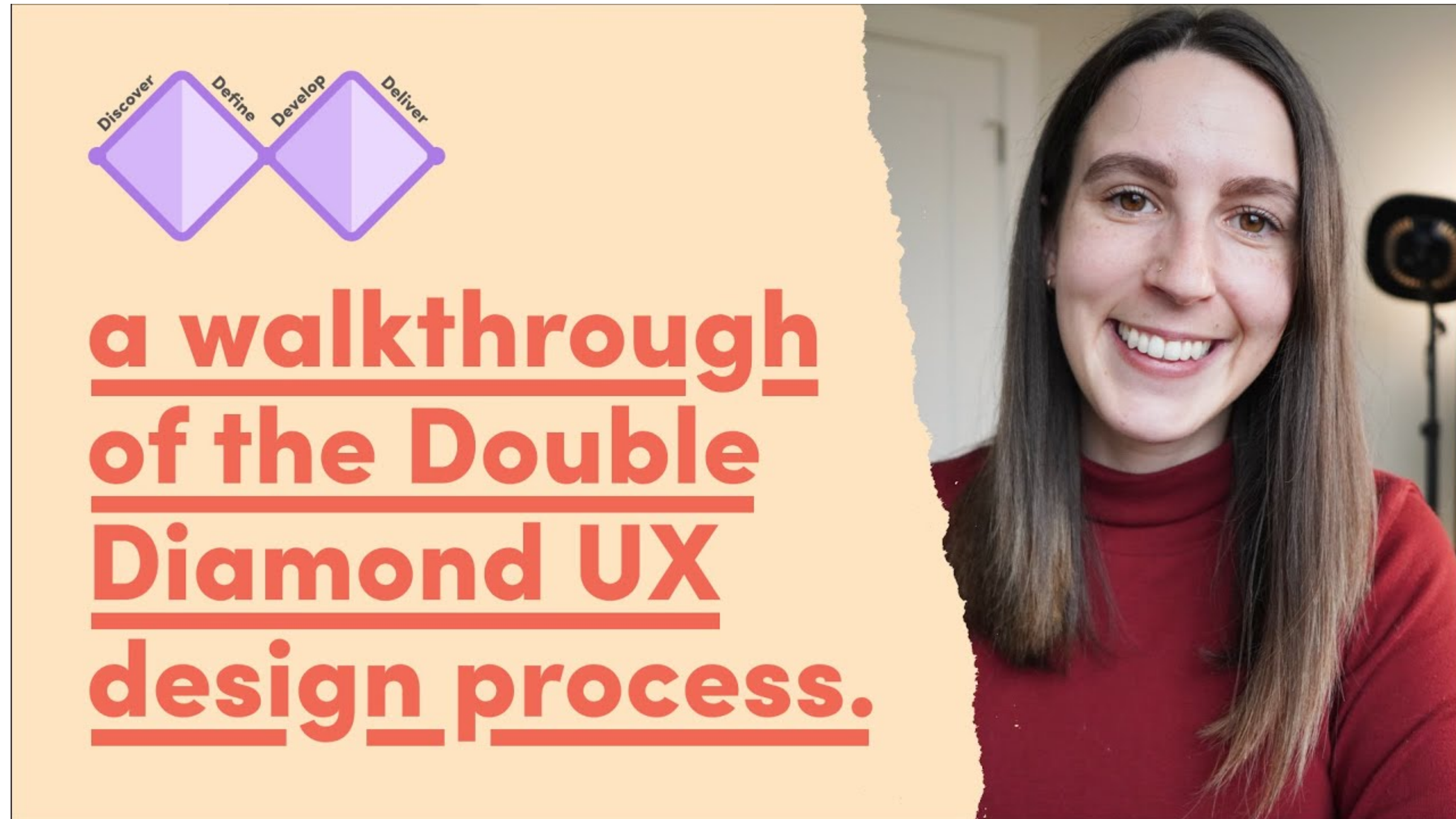
Powerpoint file with the presentation. Slides should be self-explanatory. You can (and should) use the comment section to add more information.

One person per group uploads the file.

2 examples

#2

Double Diamond model



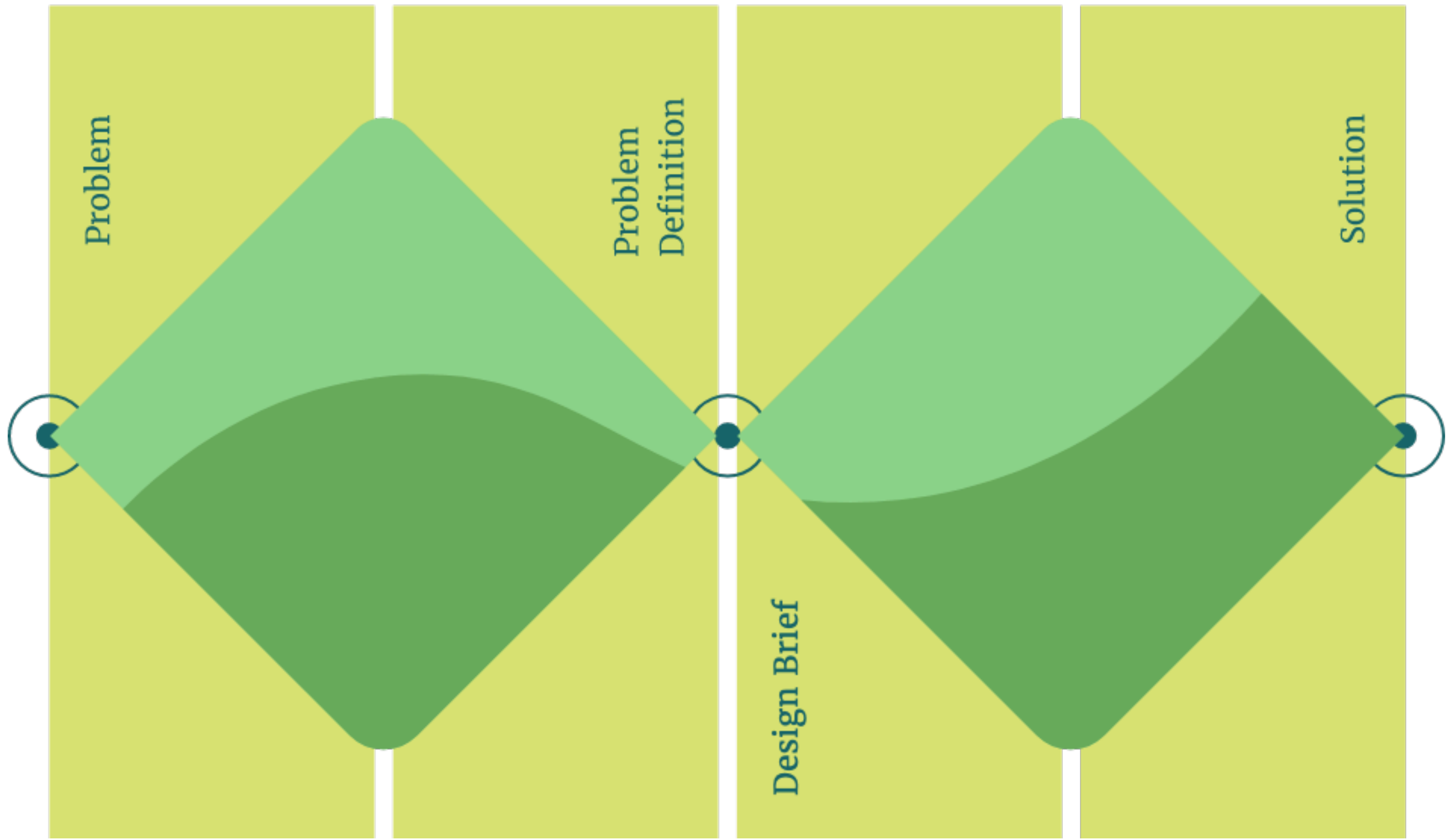
https://www.youtube.com/watch?v=ExFeZaMJ6yA&ab_channel=femke.design

Discover
Insight into the problem

Define
The area to focus upon

Develop
Potential solutions

Deliver
Solutions that work



3 – Develop: The classic ideation phase. The team uses convergent thinking to generate solutions for the problem. Like the first step, in this phase, the team seeks inspiration and co-designing solutions in partnership with users.

4 – Deliver: In the last step, the team compares the solutions generated with the problem defined in step 2, where one or a few are selected to further development and, when possible, prototype and get feedback from (real) users. When the idea is done, it's time for communicating the solution to a wider audience.

Revamped Double Diamond

Doing the right things

Doing things right

Discover
Research Phase

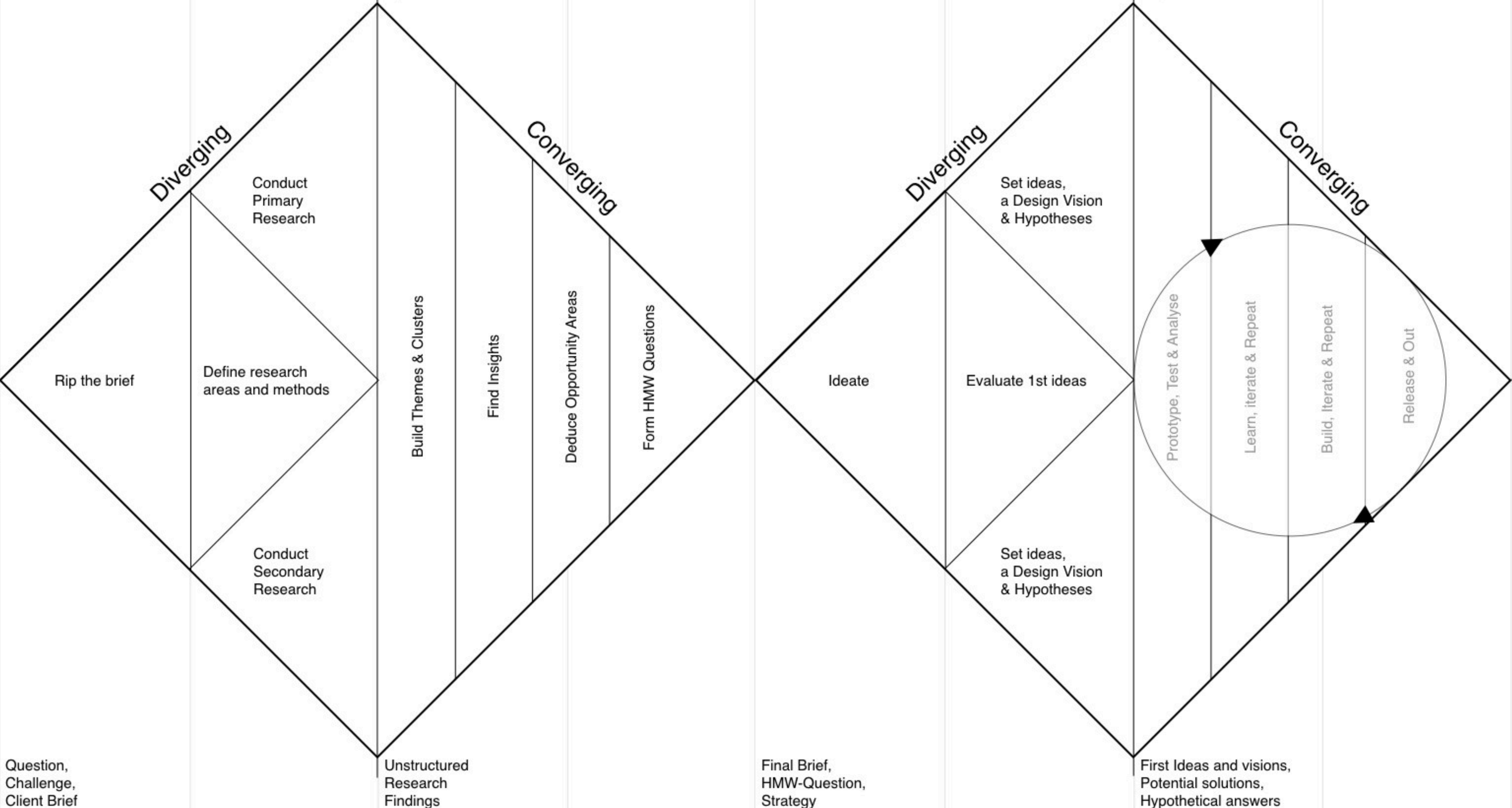
Define
Synthesis Phase

Develop
Ideation Phase

Deliver
Implementation Phase

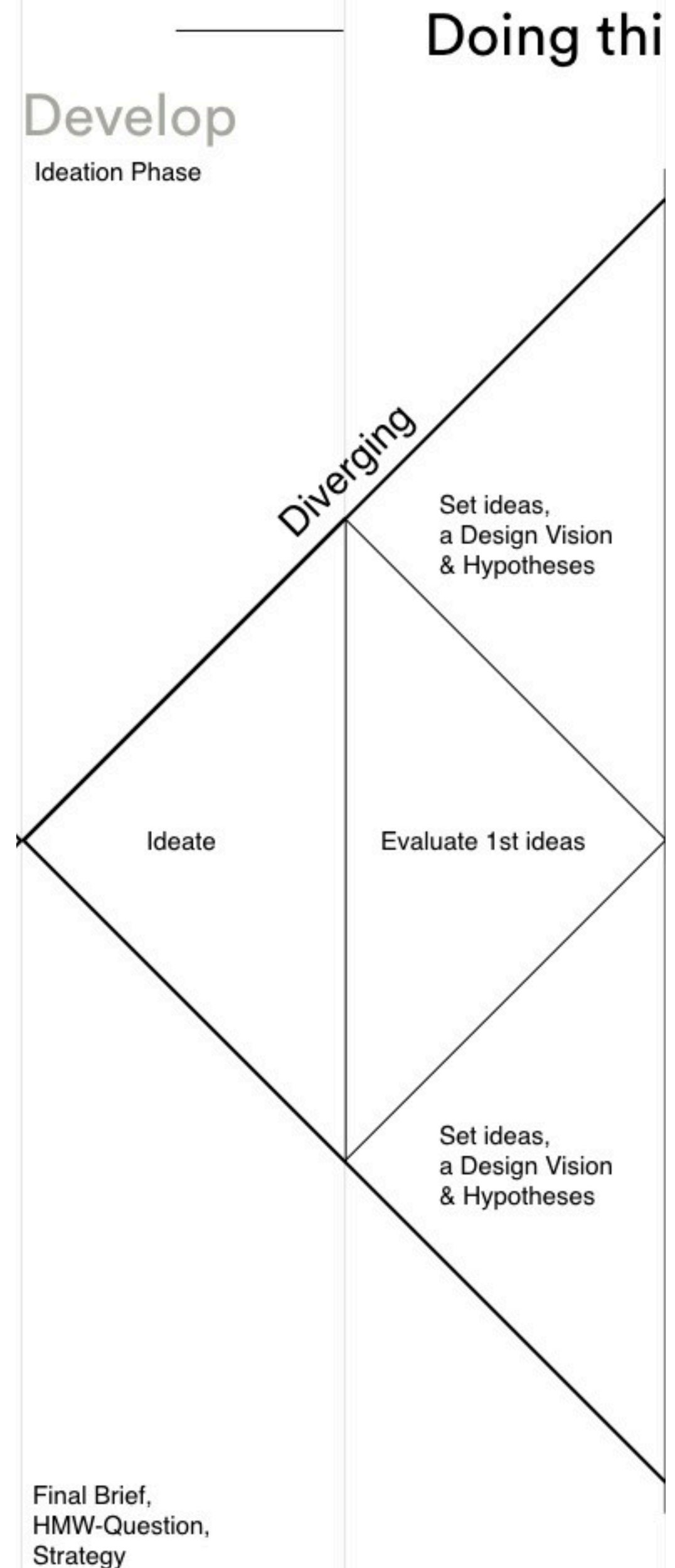
A
Don't know
Could be

B
Do know
Should be



Diamond 2 - Develop

Revamped Double Diamond



Things to do:

- Re-evaluate the problem, the user, the customer journey, the HMW question(s). It guides your creative process.
- Generate ideas

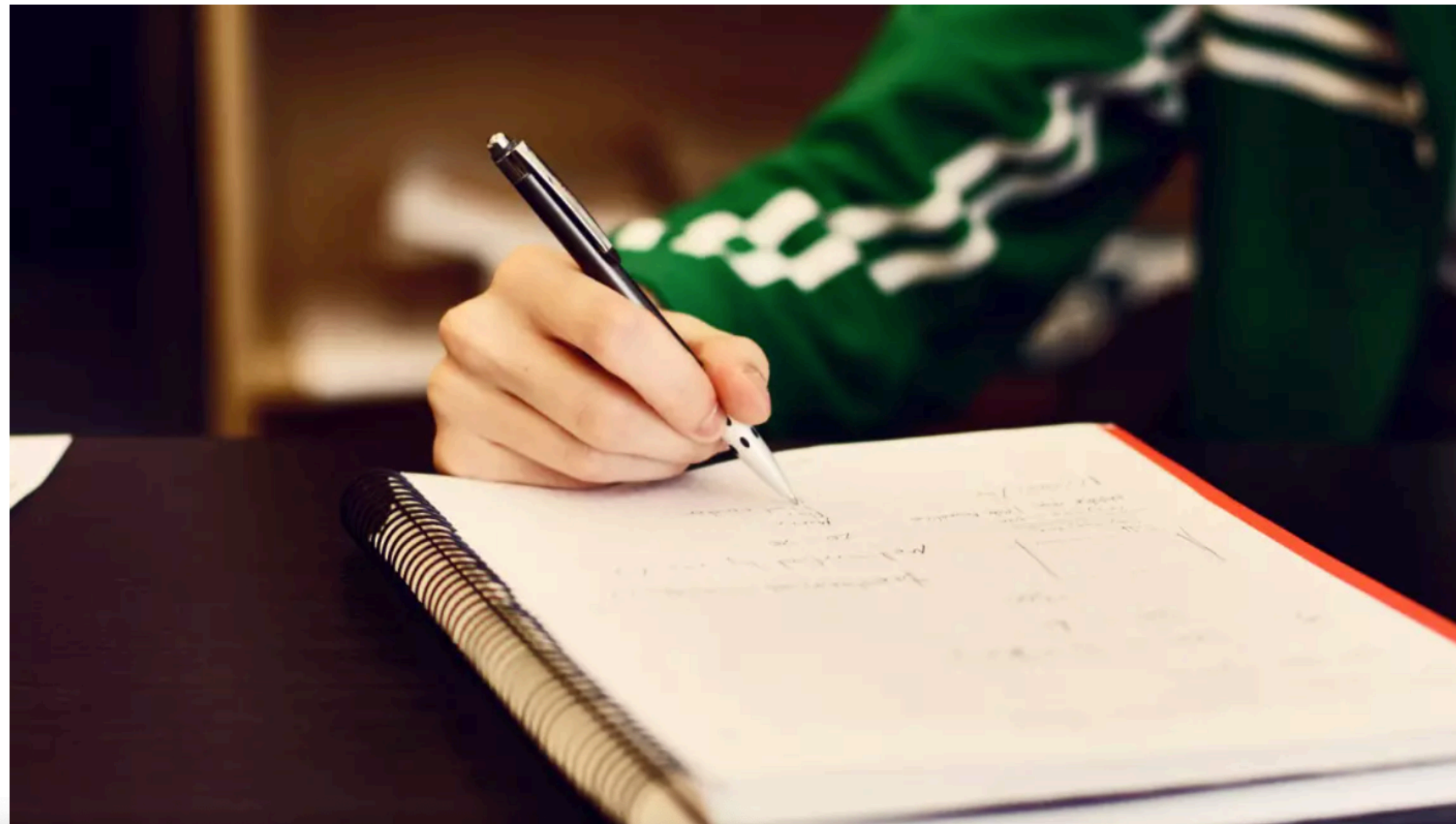
Output: List of ideas



07-29-14 | MOST CREATIVE PEOPLE

Brainstorming Doesn't Work; Try This Technique Instead

Ever been in a meeting where one loudmouth's mediocre idea dominates? Then you know brainstorming needs an overhaul.



Brainstorming Doesn't Work; Try This Technique Instead

[astcompany.com/3033567/brainstorming-doesnt-work-try-this-technique-instead](https://www.fastcompany.com/3033567/brainstorming-doesnt-work-try-this-technique-instead)

<https://www.fastcompany.com/3033567/brainstorming-doesnt-work-try-this-technique-instead>

Sharing ideas in groups isn't the problem, it's the "out-loud" part that, ironically, leads to groupthink, instead of unique ideas. "As sexy as brainstorming is, with people popping like champagne with ideas, what actually happens is when one person is talking you're not thinking of your own ideas," Leigh Thompson, a management professor at the Kellogg School, told *Fast Company*. "Sub-consciously you're already assimilating to my ideas."

That process is called "anchoring," and it crushes originality. "Early ideas tend to have disproportionate influence over the rest of the conversation," Loran Nordgren, also a professor at Kellogg, explained. "They establish the kinds of norms, or cement the idea of what are appropriate examples or potential solutions for the problem."

In most meetings with traditional brainstorming, a few people do 60-75% of the talking. With brainwriting, everyone gets a chance.



[https://primo.aalto.fi/discovery/fulldisplay?](https://primo.aalto.fi/discovery/fulldisplay?docid=alma999379392906526&context=L&vid=358AALTO_INST:VU1&lang=fi&search_scope=MyInstitution&adaptor=Local%20Search%20Engine&tab=LibraryCatalog&query=any,contains,this%20is%20service%20design%20doing&offset=0)

[docid=alma999379392906526&context=L&vid=358AALTO_INST:VU1&lang=fi&search_scope=MyInstitution&adaptor=Local%20Search%20Engine&tab=LibraryCatalog&query=any,contains,this%20is%20service%20design%20doing&offset=0](https://primo.aalto.fi/discovery/fulldisplay?docid=alma999379392906526&context=L&vid=358AALTO_INST:VU1&lang=fi&search_scope=MyInstitution&adaptor=Local%20Search%20Engine&tab=LibraryCatalog&query=any,contains,this%20is%20service%20design%20doing&offset=0)

2. Ideation Methods

output

In brainwriting, ¹⁰ individual participants work in parallel and in silence, writing their own ideas or observations on pieces of paper which are put to one side or passed on to the next writer. This method produces more ideas and far more diversity than brainstorming, but develops less energy as it is more quiet and thoughtful. Use it when ideas are more complex, when diversity is key, to empower less extroverted participants, or where the group is too large for brainstorming to be practical.

Step-by-step guide

1. Make sure you are using the right method. Brainwriting is a great option for generating good and diverse ideas. But if you want to test the water first, helping the group quickly understand what the others are thinking and what the mood is around the subject, try brainstorming.
 2. Look at your starting point for ideation and consider if and how you will bring previous knowledge into the room (for example, as a research wall or as key insights).
 3. Invite the right people to work beside your core team for the exercise (this might include people who know the background, people with no preconceptions, experts, representatives of the implementation team, people who will deliver the service, users, management, etc.).
-

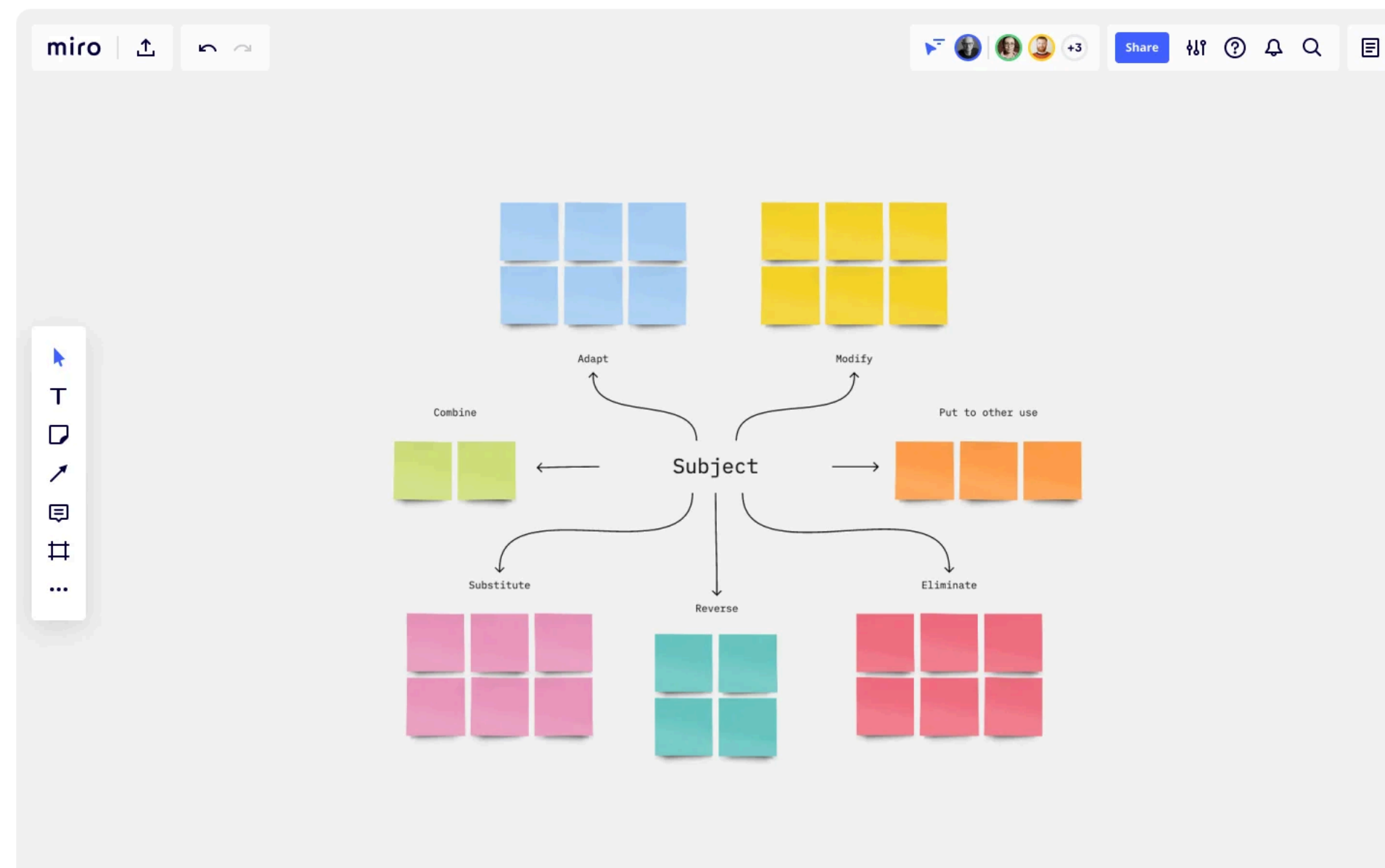
← All templates

Categories

S.C.A.M.P.E.R. Template

View current and existing problems through seven different lenses.

Use template →





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Learn How to Use the Best Ideation Methods: SCAMPER

by [Rikke Friis Dam](#) and [Teo Yu Siang](#) | 1 year ago | 14 min read

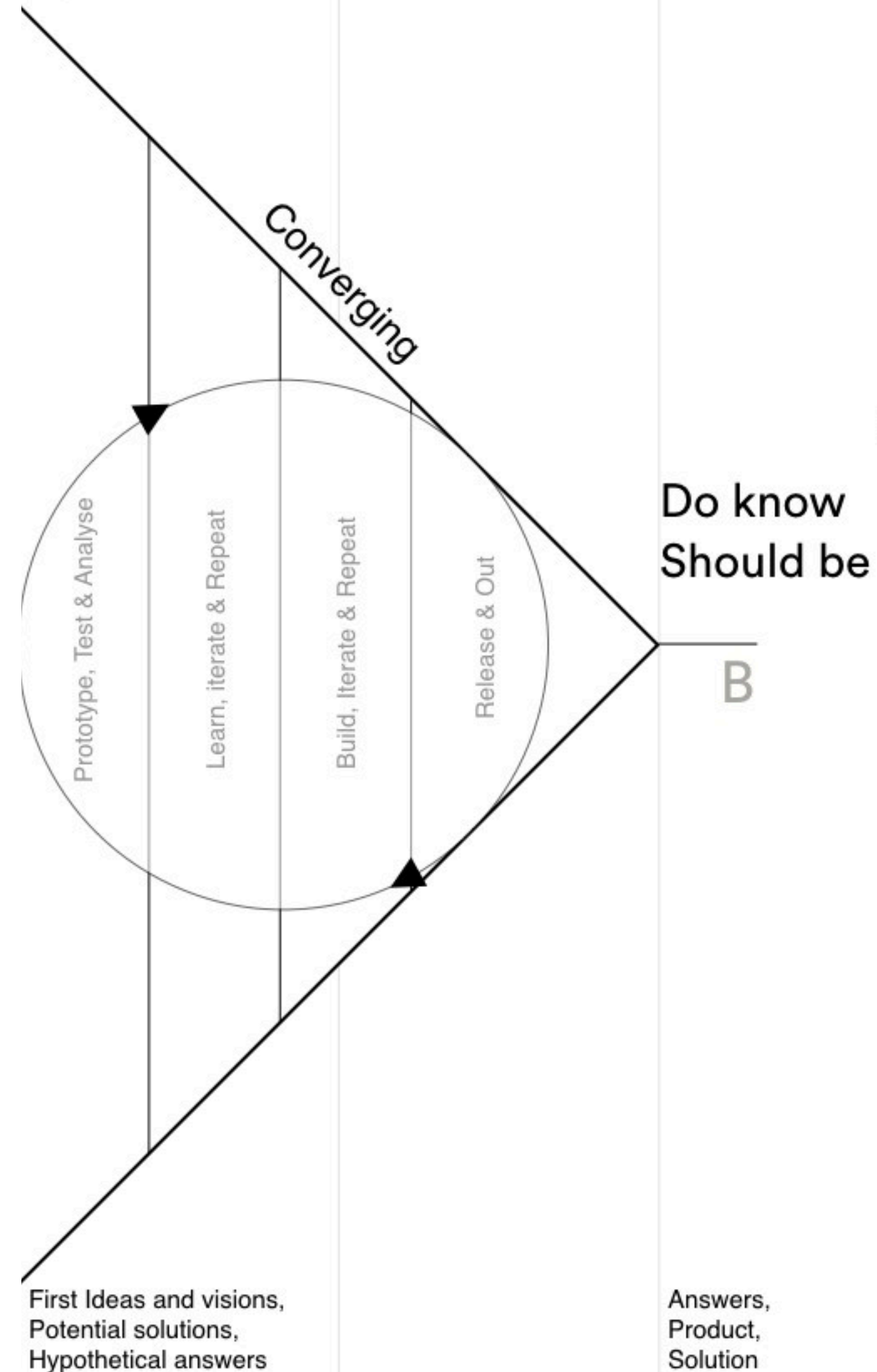
Diamond 2 - Deliver

ond

ngs right

Deliver

Implementation Phase



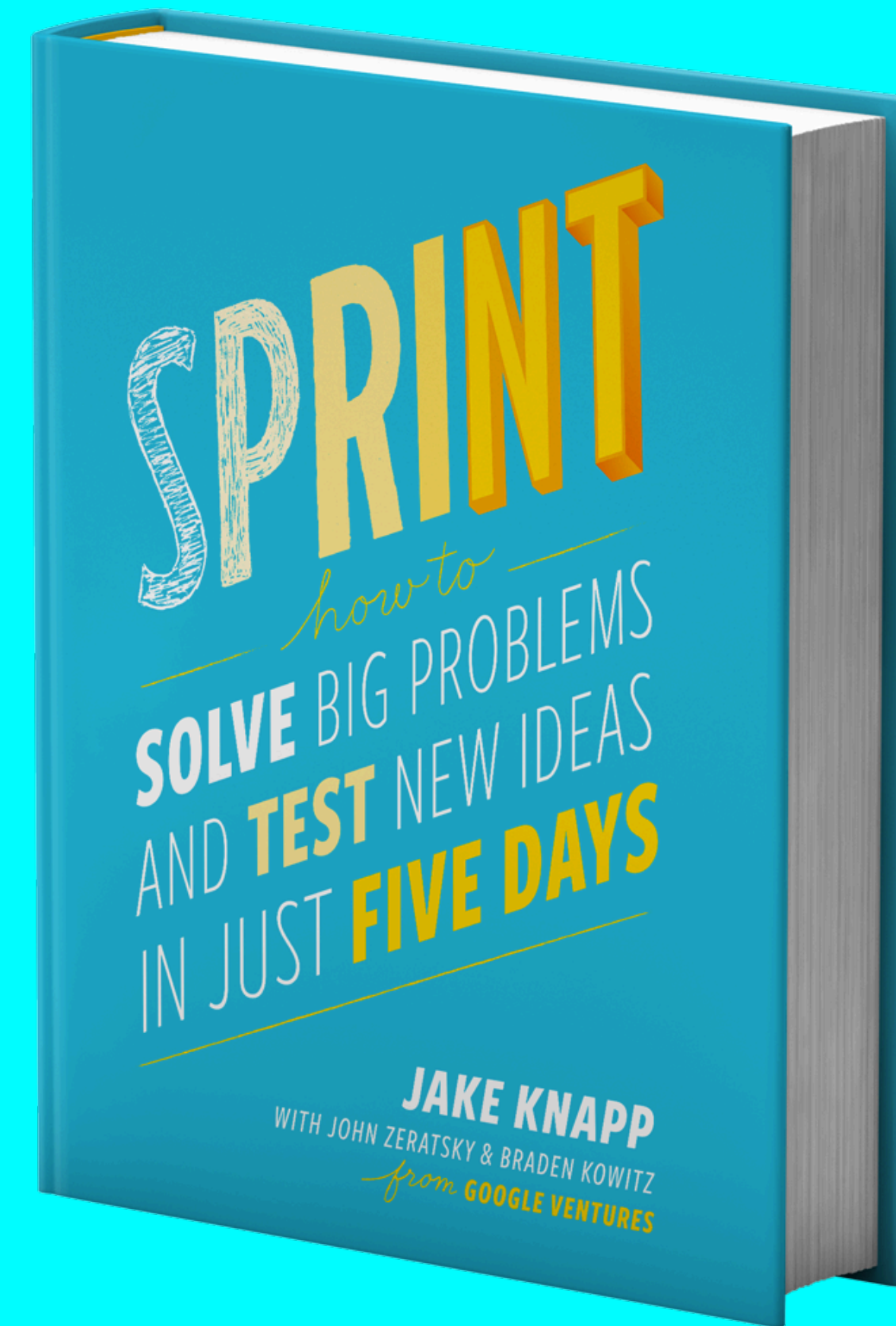
Things to do:

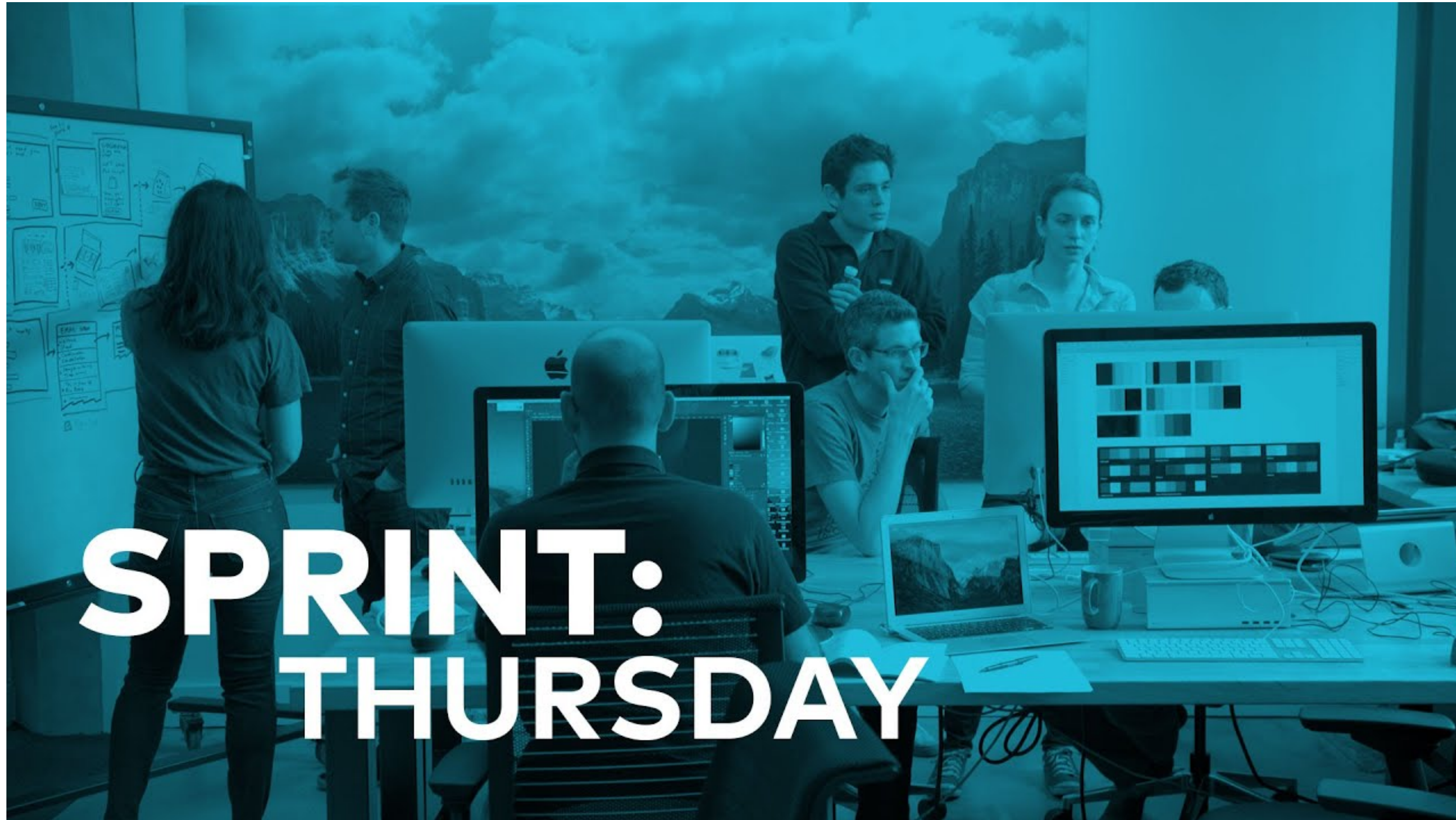
- Build a prototype. Test. Repeat XX times
- Finalize the idea.

Output: Answer to the project question.

“Build a façade”

Design Sprint by Google





SPRINT: THURSDAY

https://www.youtube.com/watch?v=IGcwFV76t7o&ab_channel=GV

My recommendations:

- *Keynote (MAC)*
- *Powerpoint (PC/MAC)*
- *Miro*

You will create a touchpoint of your solution, examples:

Website (students last year created using WIX.com)

Customer Journey

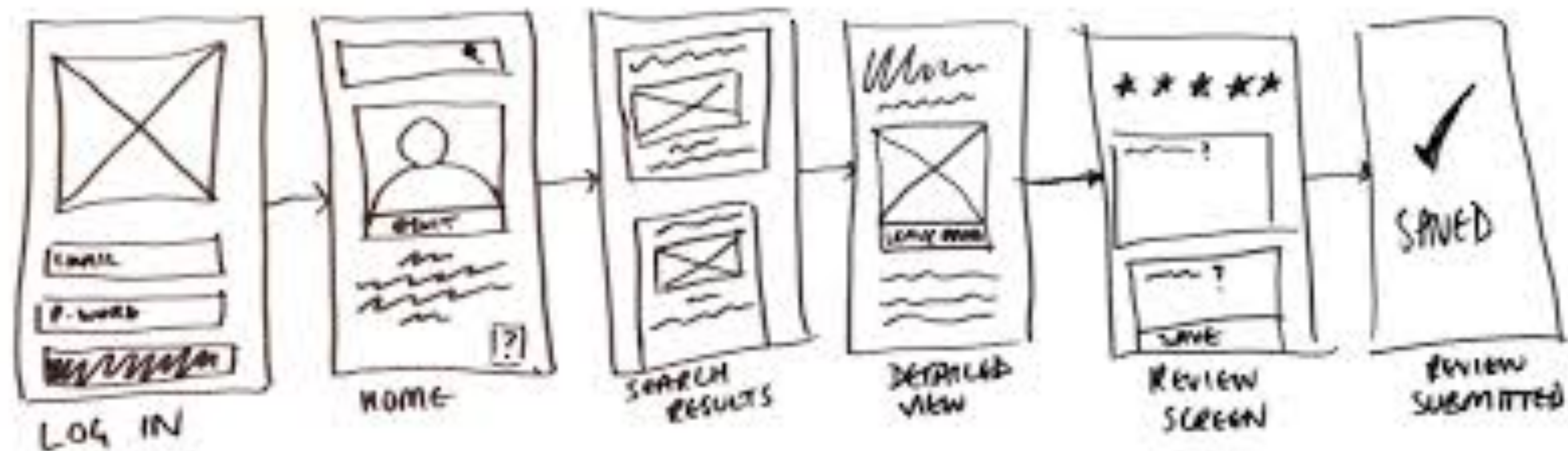
Poster

Brochure

User Story

Video

Wireframe





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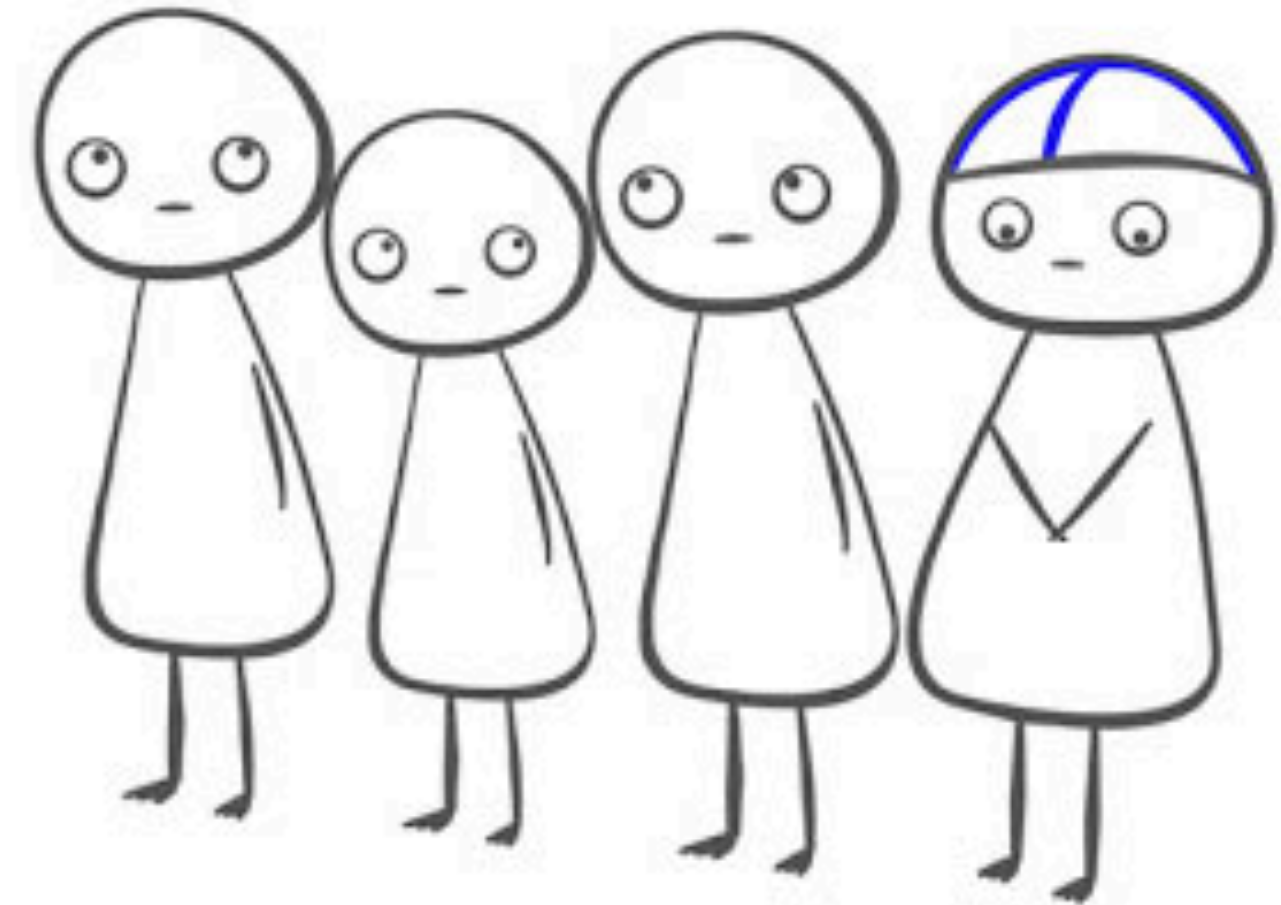
<https://growth.design/case-studies>

Questions?

FINNISH NIGHTMARES

FINNISHNIGHTMARES.BLOGSPOT.FI - FACEBOOK.COM/FINNISHNIGHTMARES - TWITTER.COM/FINN_MATTI

SO... DOES ANYONE
HAVE ANY QUESTIONS?



WHEN YOU DO HAVE QUESTIONS BUT
YOU DON'T WANT TO GET ANY ATTENTION

One more thing...



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#3

Teamwork