

an introduction to
Design Thinking



HBK.ORG

Harvard Business Review

SEPTEMBER 2015

At The Big Idea
The Organizational
"I'm Sorry"
Mauro E. Schweitzer et al.

Security Management
Cybersecurity: Lessons
from the Pentagon
James A. "Sandy" Winefield Jr. et al.

100 Managing Yourself
How to Embrace
Complex Change
Linda Brimm

THE EVOLUTION OF DESIGN THINKING

IT'S NO LONGER JUST FOR
PRODUCTS. EXECUTIVES ARE
USING THIS APPROACH
TO DEVISE STRATEGY
AND MANAGE
CHANGE.
PAGE 55



FAST COMPANY SOUTH AFRICA

TRANSFORMING A NARRATIVE

The authentic
African story behind
M&N Brands

FACEBOOK
MESSENGER
The ethical dilemma

BEHIND
THE BRAND
Get moving
with Giphy

INNOVATION LED BY DESIGN THINKING

An essential part of success in the digital revolution



"Transformation is
about diversity
and embracing
new and different
perspectives."
— BRUCE
BERNARDI,
Apple CEO (page 30)

PROFITS 1ST QTR
RESULTS FOR 900
COMPANIES (P. 100)

BOOK EXCERPT
THE NEW RATIONAL
EXUBERANCE (P. 76)

INVESTING
FINDING THE BEST
ONLINE BROKERS (P. 126)

The McGraw-Hill Companies

BusinessWeek

MAY 9, 2014

www.Bizweek.com

THE POWER OF DESIGN

A tiny firm called **IDEO**
redefined good design
by creating **experiences**,
not just products. Now
it's changing the way
companies innovate.

BY BRUCENUSBAUM (P. 86)





NOW WHAT?



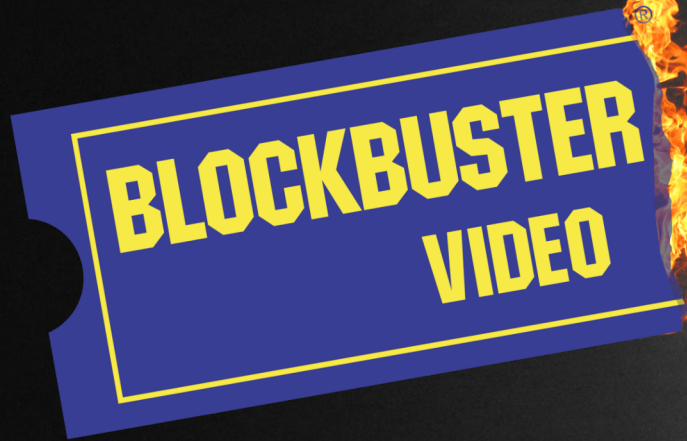


I'M FASTER, LEANER AND MORE CREATIVE,
YOUR TIME IS OVER

I'M BIGGER, STRONGER AND OLDER,
I'LL CRUSH YOU







NETFLIX









1. WhatsApp Messenger
Social Networking

Get



2. Messenger
Social Networking

Update



3. Facebook
Social Networking

Update



4. Candy Crush Soda Saga
Games

Get

In-App Purchases



5. YouTube
Photo & Video

Update



6. Instagram
Photo & Video

Update



7. Snapchat
Photo & Video

Get



8. Stick Hero
Games

Get

In-App Purchases



9. Musify - Free Music Download
Music

Get

In-App Purchases



10. Skype for iPhone
Social Networking

Download...

In-App Purchases



11. eBay
Lifestyle

Update



12. Spotify Music
Music

Get

In-App Purchases



13. Twitter
Social Networking

Update



14. ITV News
News

Get



Mechanical Inventions

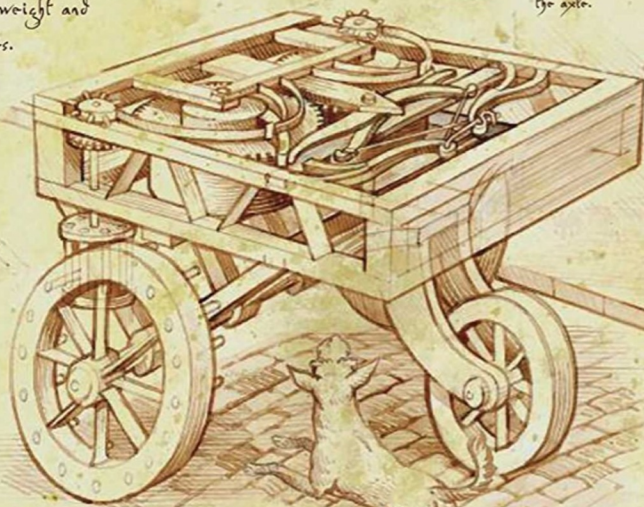
Weight and movement are connected. You cannot have one without the other. Weight is created by the movement of the Earth as it spins through the firmament. The Earth only turns, however, because of its weight in relation to the other planets.

By studying the connection between weight and movement, I can design many devices.

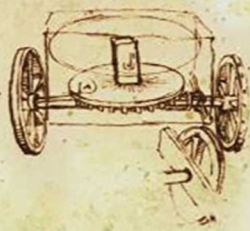
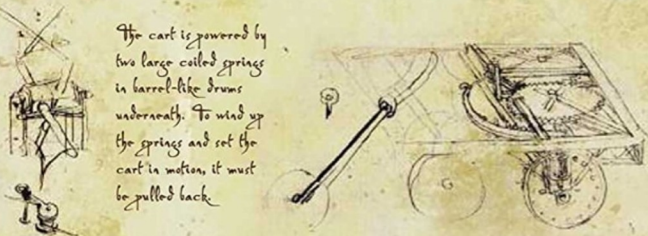
By studying force, I am able to provide power for the machines.



This cart is for use on the stage and can travel entirely by itself, without being either pushed or pulled. Using two big leaf springs that are shaped like the arms of a crossbow, it can steer its way around a course.



The cart is powered by two large coiled springs in barrel-like drums underneath. To wind up the springs and set the cart in motion, it must be pulled back.



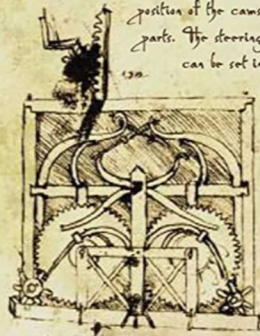
This can turn one type of motion into another. The motion of the cart axle, the rod that connects the wheels, could turn the disc mechanism in the cart, or the disc could turn the axle.



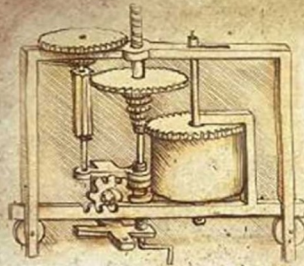
Once the springs have been wound up, a brake is applied to keep the device at a standstill.



Steering is dependent on the position of the cams, or rotating parts. The steering mechanism can be set in advance.

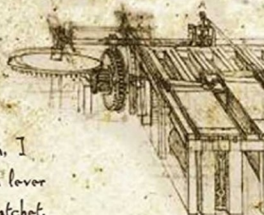


I used five different kinds of wood to construct the cart. The biggest difficulty was finding the right type of wood to make the cage. It has to be hard, durable and resistant to strains and breakages.

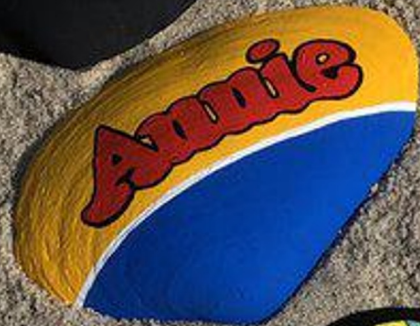


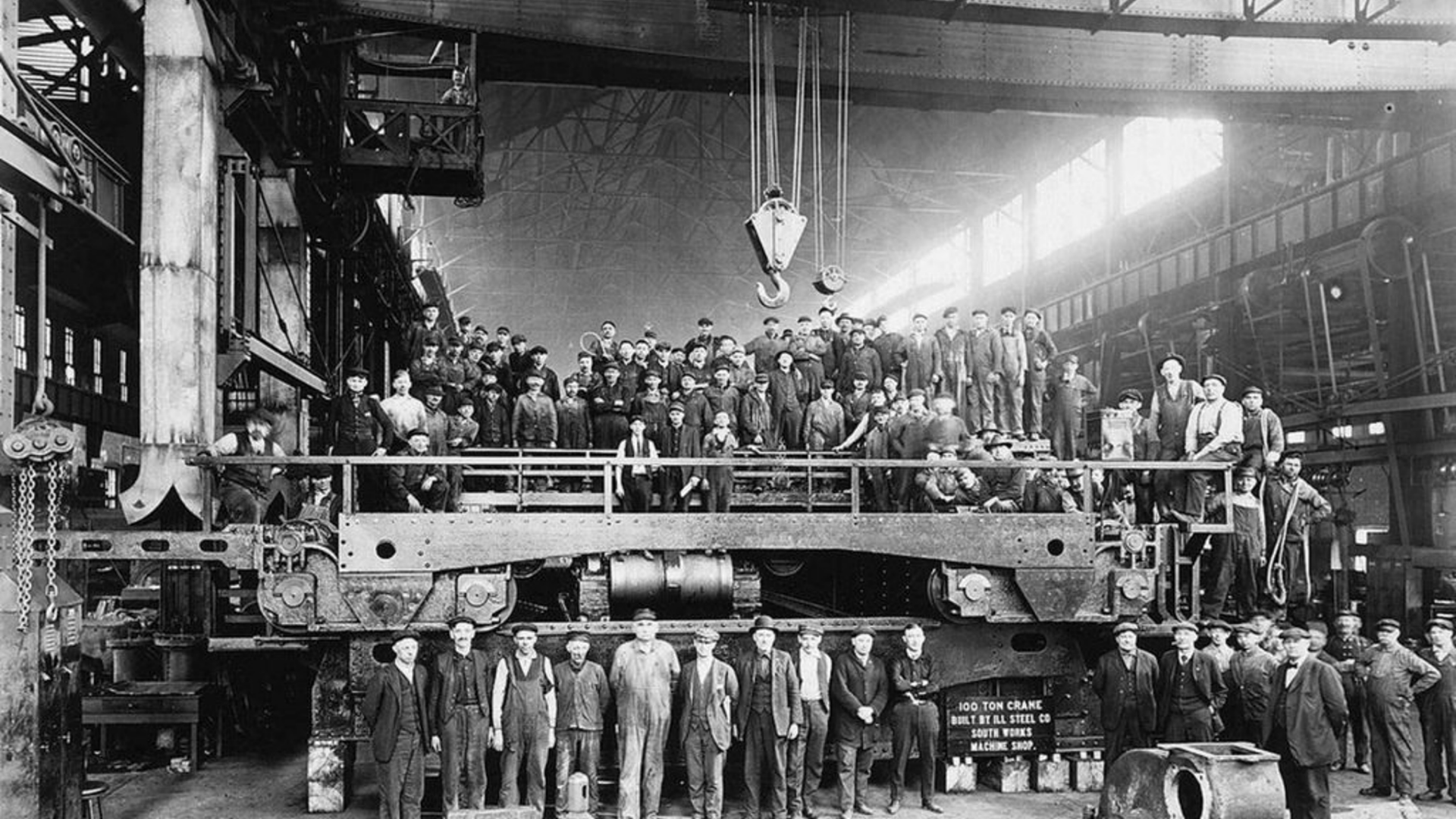
My fascinat mechanisms device. It is designed to called spring inside a cyl

To stop a tooth from breaking and causing all sorts of destruction, I suggest inserting a lever to engage in the ratchet.



These toothed gears transform reciprocating motion, a repetitive up-and-down or side-to-side motion, into continuous motion. The mechanism is activated by moving the lever back and forth.





100 TON CRANE
BUILT BY ILL. STEEL CO
SOUTH WORKS
MACHINE SHOP.











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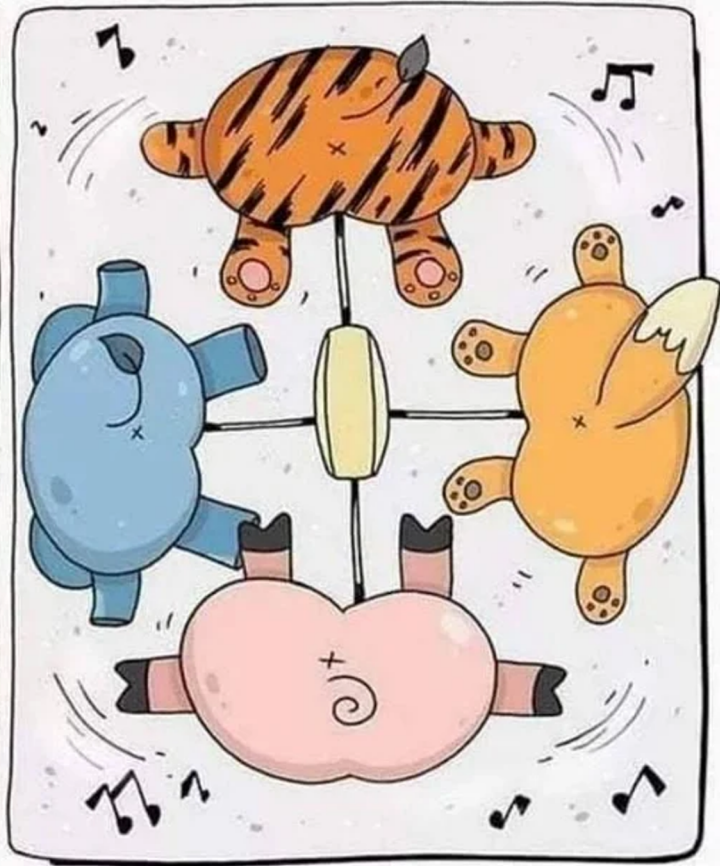
田
百
王
431













The Business Value of Design



McKinsey
Quarterly

McKinsey & Company

300 public companies

Five years

2m pieces of \$ data

100k design actions



YOUR
OPINION
MATTERS





IPHONE: 1 TO X

A look at the evolution of the Apple gadget across key specs

WEIGHT (in gm)



135

iPhone 1



133

iPhone 3G



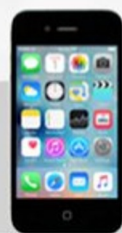
135

iPhone 3GS



137

iPhone 4



140

iPhone 4s



112

iPhone 5



132

iPhone 5C



112

iPhone 5S



129

iPhone 6



172

iPhone 6 Plus



143

iPhone 6S



192

iPhone 6S Plus



113

iPhone SE



138

iPhone 7



188

iPhone 7 Plus



148

iPhone 8



188

iPhone 8 Plus



174

iPhone X

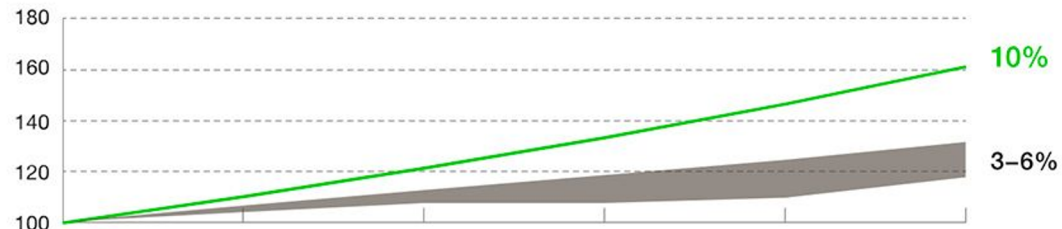
Companies with top-quartile McKinsey Design Index scores outperformed industry-benchmark growth by as much as two to one.

Annual growth (normalized), %

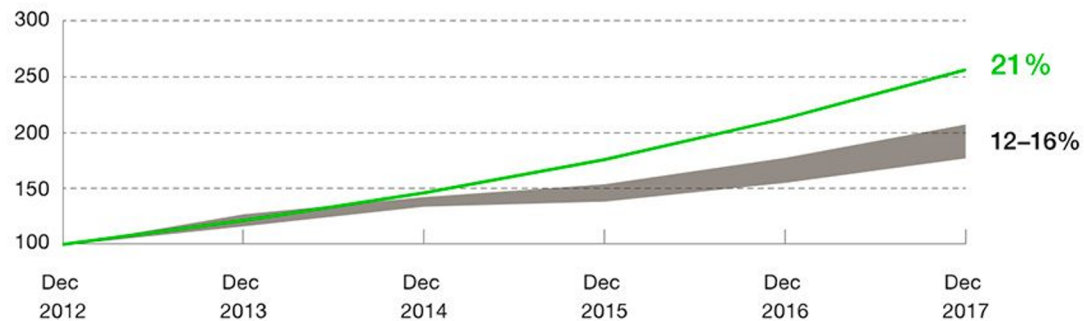
Top-quartile McKinsey Design Index performers

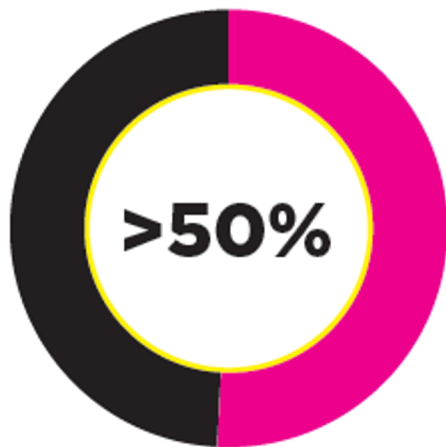
Industry benchmarks

Revenues

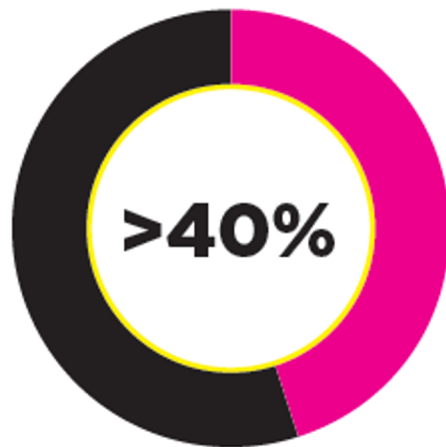


Total returns to shareholders

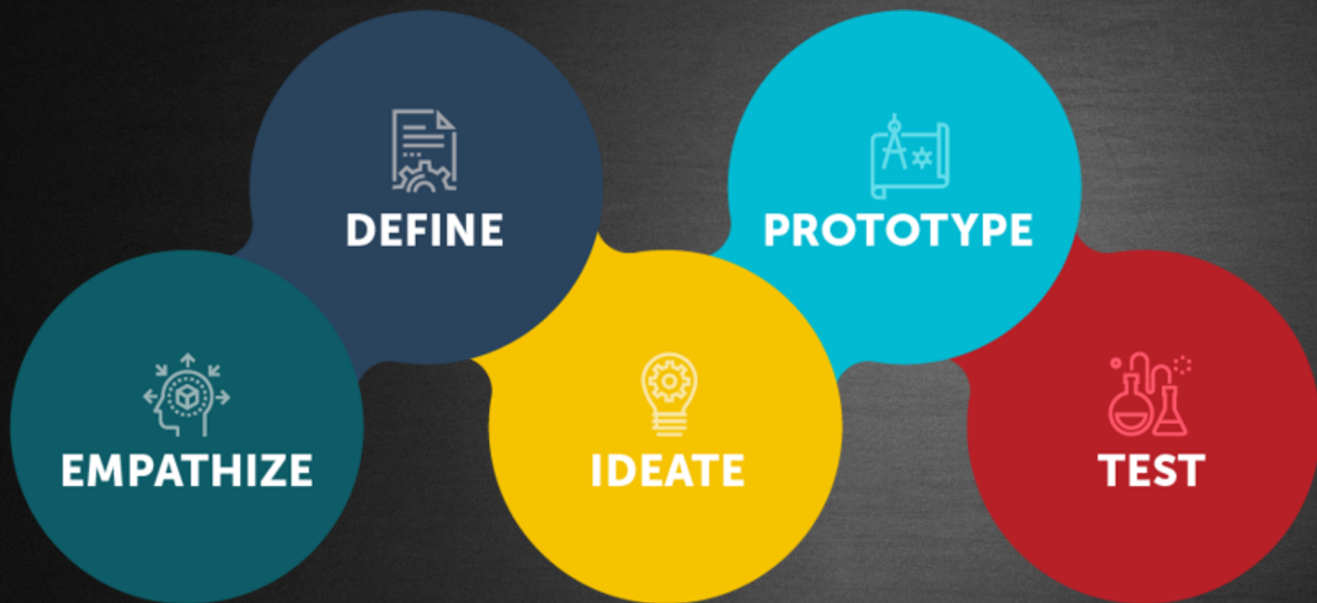




More than 50% of the companies surveyed admitted that they have no objective way to assess or set targets for the output of their design teams.



More than 40% of the companies surveyed aren't talking to their end users during development.









<https://www.forbes.com> › [sergeiklebnikov](#) › 2020/08/19

Apple Becomes First U.S. Company Worth More Than \$2 Trillion

Aug 19, 2020 — On July 31, 2020, after reporting strong third-quarter earnings, **Apple** surpassed Saudi state oil giant Aramco to **become** the world's most ...

