Change By Design

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The book "Change by Design", released in 2019 by writer Tim Brown, cites the role of design in the creation and development of organizations in businesses, communities, and governments.
This work is composed of a discreet and exciting approach to innovation that inspires designers. This process is called design thinking.

Score

8

8 Aplicability
8 Inspiration
8 Innovation
9 Impact on results
8 Structure

Main ideias of the book

• "Design thinking" moves through inspiration, problem, and conception to execution;

• Observe what people do, what they don't do, and what they cannot explain.

• "Design thinking" works through four mental states;

• Create prototypes quickly;

• Stories are essential for projecting thought;

• The distinction between products and services is increasingly blurred;

• Innovate and design for a purpose.

For whom is this book suitable?

The design thinking methodology is useful for both the creative industry and others who want to create and develop their companies.
In addition, design thinking can be applied to problem-solving organizations. If you are interested, Brown's teachings will support you. So, come on!

Overview of the book

The process of design thinking

Often, innovation is only seen as a process of creating new technology, but it's more complex than that. Defining innovation in this way is too simple.

On the other hand, design thinking provides a way to approach the innovation process and thus gain a more sophisticated understanding of innovation itself.

It encourages us to use a more integrated method. This method contemplates three "spaces" through them a project can circulate several times, that is, it is not a one-way method.

Firstly, we have the inspiration. It consists in considering the problem or opportunity for the purpose of solving it or taking advantage of it.

Second, we have the conception. At this point, we refine the ideas and theories and put them to the test. Finally, there is execution, which consists in exposing the idea to the market.

"It's not simple to choose who will be observed, what research techniques to use, how to draw useful inferences from the information collected, or when to start the synthesis process that begins to point us to a solution."

Tim Brown says that most innovations go through each step several times, as this is part of the design thinking process. Of course, at the design stage, for example, the product you are developing could gain features that exceed the initial resolution of the problem.

For this reason, you may want to go through the inspiration process, because by doing so, your product will be able to solve other types of problems.

Therefore, an integrated solution has three balanced aspects: practicality, feasibility, and convenience. In developing your projects, you should use this idea of integration as the basis of your thinking.

Watch what people do, say, and what they can explain

Tim Brown makes it clear that through observation you can gain insight into how people actually do their activities, what they do or don't do, what they say or don't say, and what they can explain or not. However, it takes practice.

According to the author, "It's not simple to choose who will be observed, what research techniques to use, how to draw useful inferences from the information collected, or when to start the synthesis process that begins to point us to a solution." However, observation depends on quality, not quantity.

Another important point is that the buying habits of the people who live in the center of your market deserve to be highlighted because they will tell you if an idea is valid on a large scale.

However, in order to develop something new we need to focus on the edges of the market, because that is where there are consumers who live differently, think differently and consume differently.

The power of stories in design thinking

Our passion for stories begins early, and they are, at least in part, responsible for how we understand ideas and concepts. So it comes as no surprise to say that narrating them also plays an important role in design thinking.

Design thinkers use stories to make a product closer to customers as if there was a relationship between them.

To make a good story, a design thinker must consider the source of the product and how the customer will make use of it. It's noteworthy that the story must involve the customer at all stages, even early in the product's life.

Tim Brown says the most important stories are the ones customers can write. By actively being part of a product story, customers are more likely to use it.

The humanitarian organization "The American Red Cross" emphasizes the importance of donating blood. So, by inviting people to share their stories and motivations, it has shown that a blood transfusion can save a life.

What other authors say about it?

In "Inside Steve's Brain", the author shows us how the changes took place at Apple and how it became one of the largest companies in the world. Steve was able to spread his passion to his employees by contributing their best version with the idea of revolutionizing the world and building something great from product creation.

We also have author Ashlee Vance's "Elon Musk," which deals with the importance of thinking big, not worrying if the idea is crazy, because, after all, Musk proved that any madness can be practiced.

Musk's empire is made up of three major companies: Tesla, SpaceX, and SolarCity. These companies have great individual successes. Musk has always had big plans and great ideas. Best of all, he put these ideas into practice through revolutionary products.

Musk's innovations didn't stop. One of his next initiatives is to adopt a new transport model, called Hyperloop, which aims to transport people and cars by capsules.

Okay, but how can I apply this in my life?

Creating innovations that transform the world requires starting with the right design thinking - one that focuses on fluidity, brings people together and preserves their focus on the real applications and implications of an idea.

To help you become more flexible when troubleshooting, ask yourself: Why? For example, "Why is the sky blue? Why don't birds fall off branches when they sleep?"

According to the author, these questions should be asked once a day. In addition, you may even find inspiration for creating other products and services.

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