



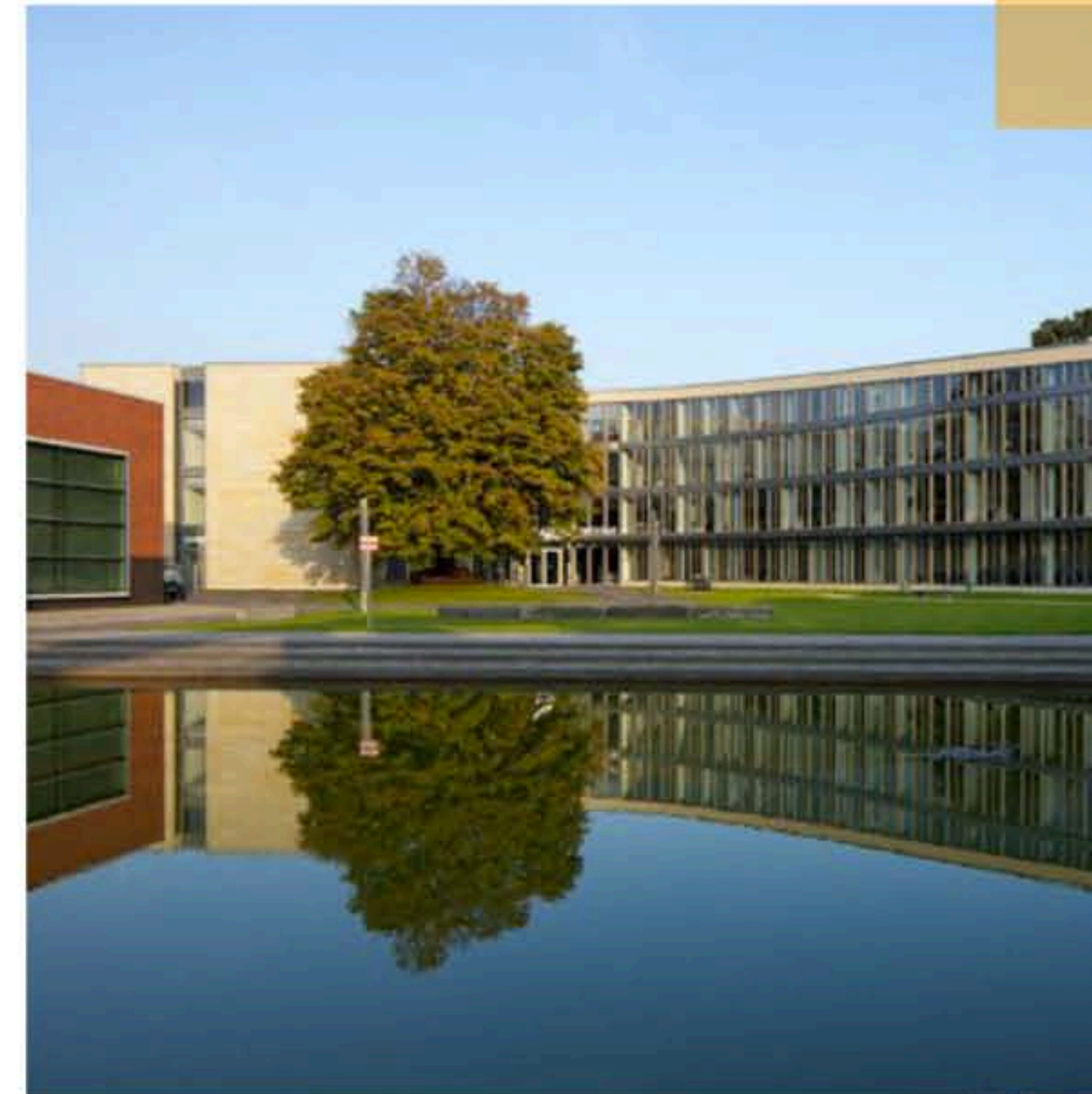
Design Thinking: The Creative Power of Teams

Prof. Ulrich Weinberg

HPI

Hasso Plattner Institute

- Private University
- Founded in 1998
- Cooperation with Potsdam University
- Focus: Software Systems Engineering
- ~500 students: BA, MA, PhD
- PhD Program in Haifa, Cape Town, Nanjing





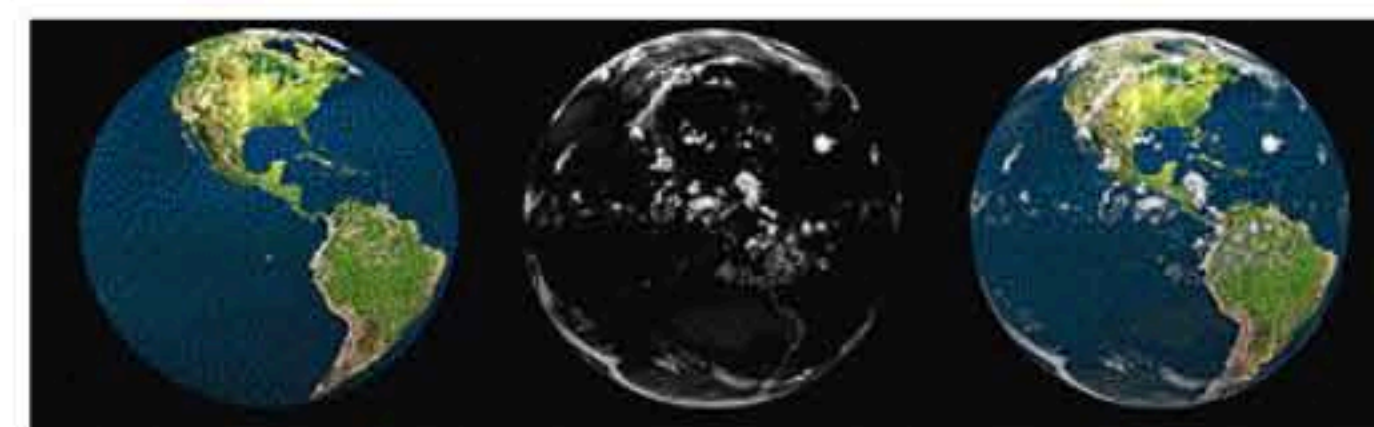
Prof. Ulrich Weinberg

Studied Art and Design in Munich and Berlin
Specialized in 3D computer animation since 1986
Founder of TERRATOOLS and CYPARADE

Professor for computer animation since 1994 at HFF Film & Television University, Babelsberg
Visiting Professor at CUC Communication University of China, Beijing since 2004
Director of HPI School of Design Thinking, Potsdam since June 2007
Board member of German Society for Quality DGQ since 2014

ARD

1987, 3D-Design



TERRAVISION

1992, First virtual 3D-globe



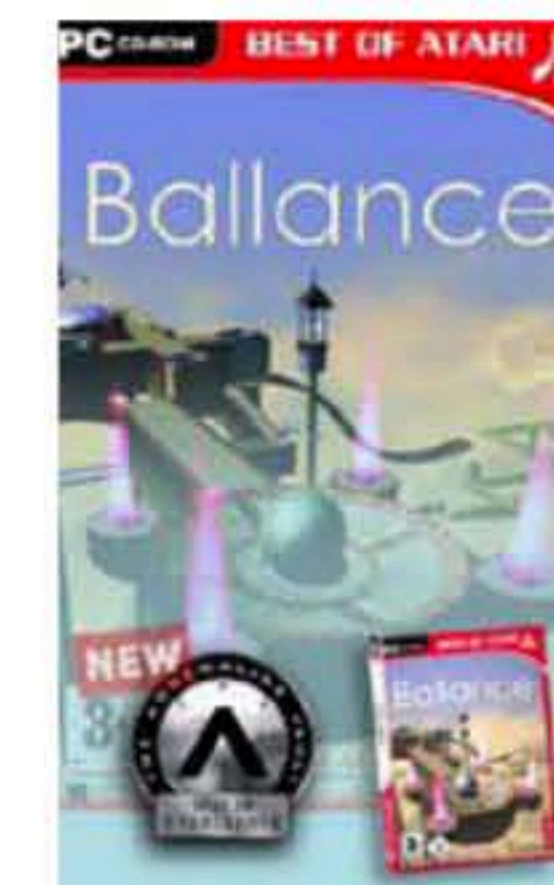
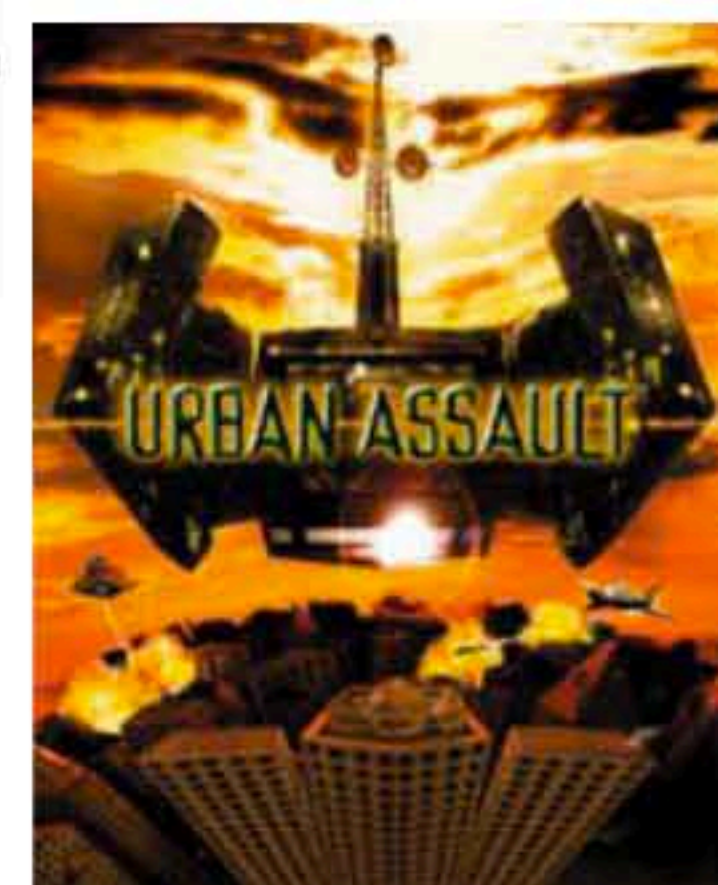
Terranet Café

1998 First European interactive live TV-Show

Microsoft

Urban Assault

1998 First 3D realtime action/strategy game
First German game product distributed world wide



ATARI

Ballance

2004 Physics based 3D game

d.school

Hasso Plattner Institute of Design Stanford

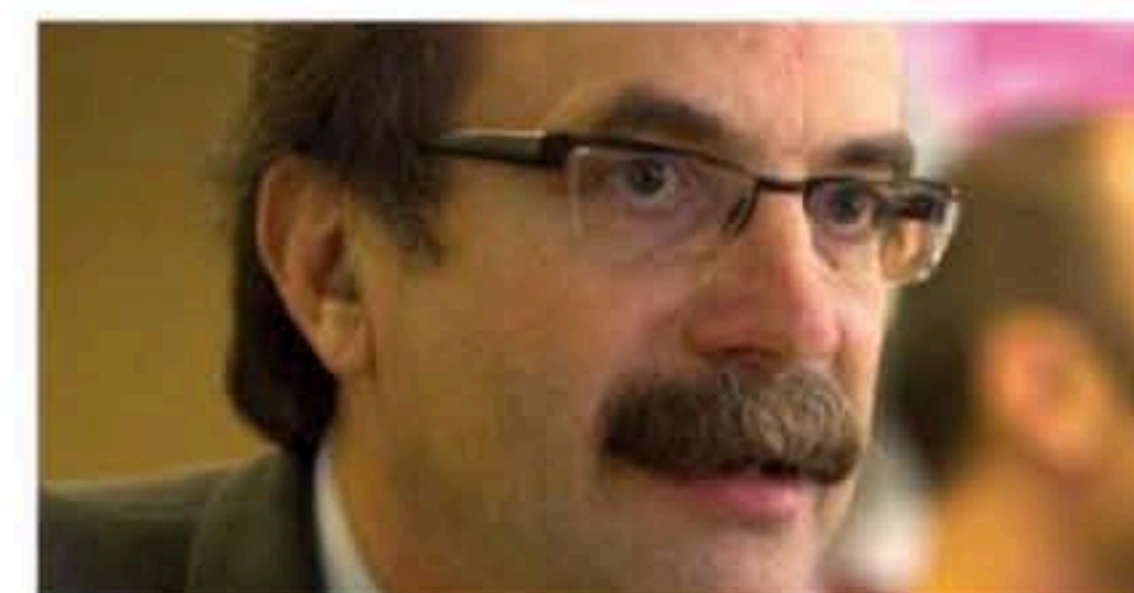
- Founded 2005 at Stanford University, CA
- Driven by Mechanical Engineering-, Computer Science-, Industrial Design- and Business-Department
- Different courses each quarter
- Innovation driven
- Open to all Stanford students
- ~600 students



Prof. Hasso Plattner



Prof. Larry Leifer
Mechanical Engineering



Prof. David Kelley
Industrial Design

George Kembel
Global Director



Prof. Terry Winograd
Computer Science



HPI School of Design Thinking

- Founded in May 2007 at HPI, Potsdam
- A one-year supplementary study
- Innovation driven
- Open to all disciplines/universities
- Two semester course (*Basic Track & Advanced Track*)
- Instruction language: English
- 120 students, 65 disciplines, 55 universities and 20 nationalities
- 35 professors and assistants from various disciplines



Student Projects

Summer Term 2013

Advanced Track

12-Week-Projects

Future IT Work Experience

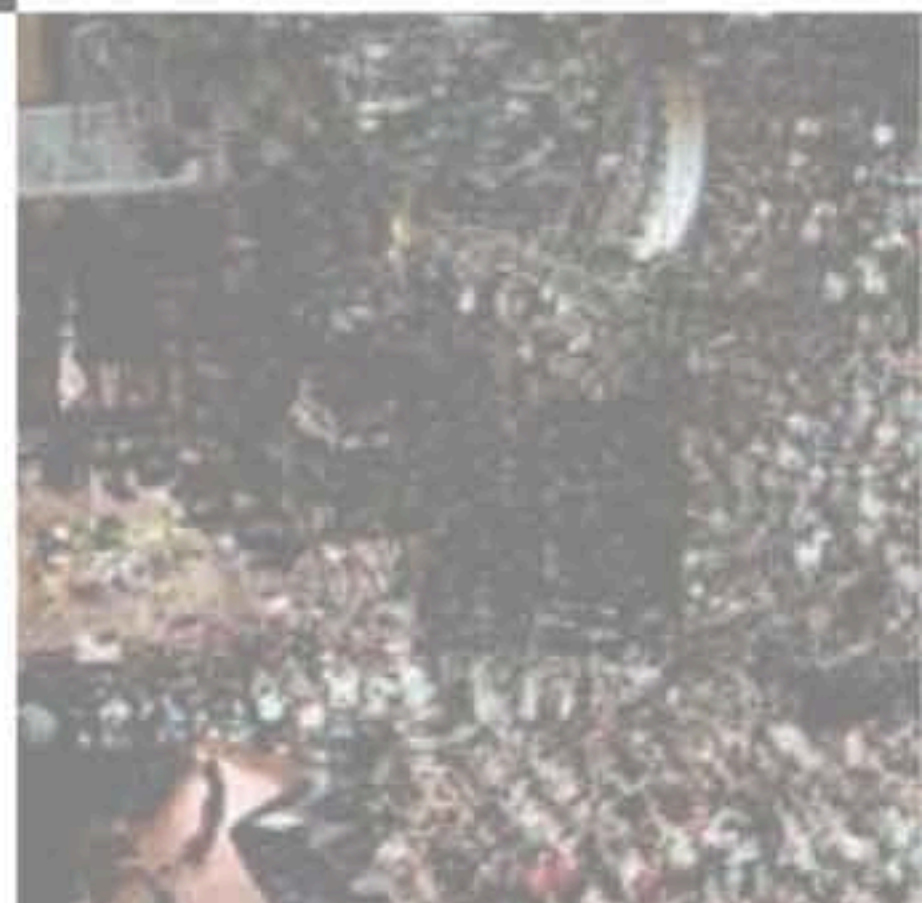


Learning Experience

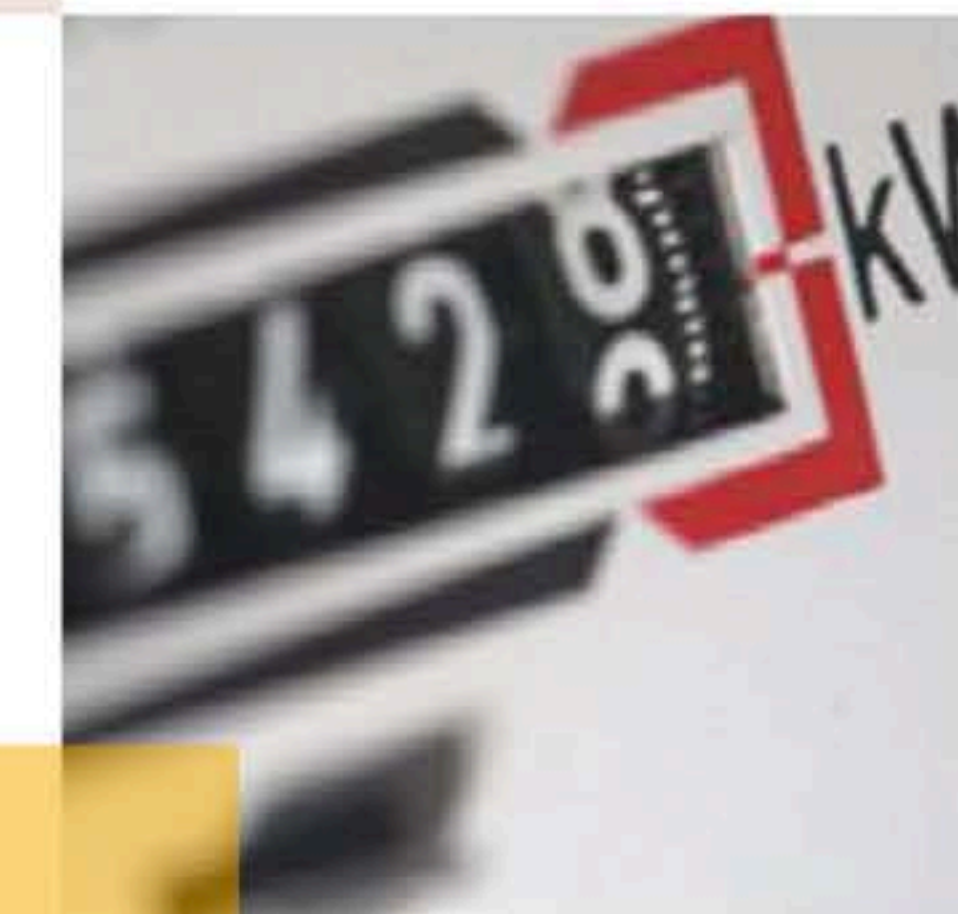


Artistic Experience

ZukunftsFestival



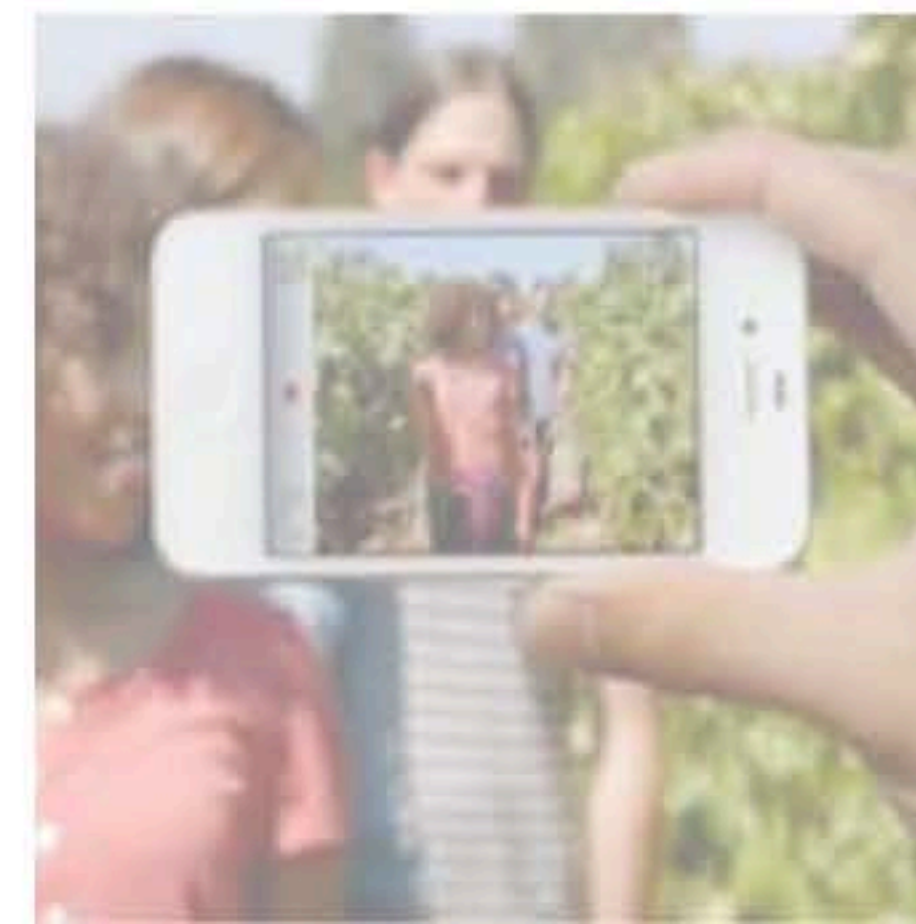
Easy Laundry Care



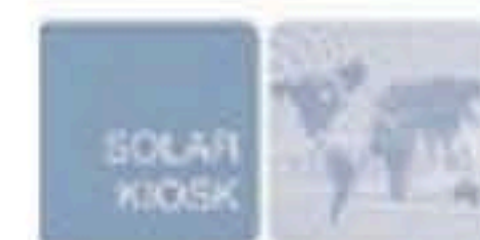
Communal Energy-Efficiency



Audio-Recording Experience



Beyond Light Experience



Solarkiosk



Personal Identity Experience



Studenten Projekte

Advanced Track

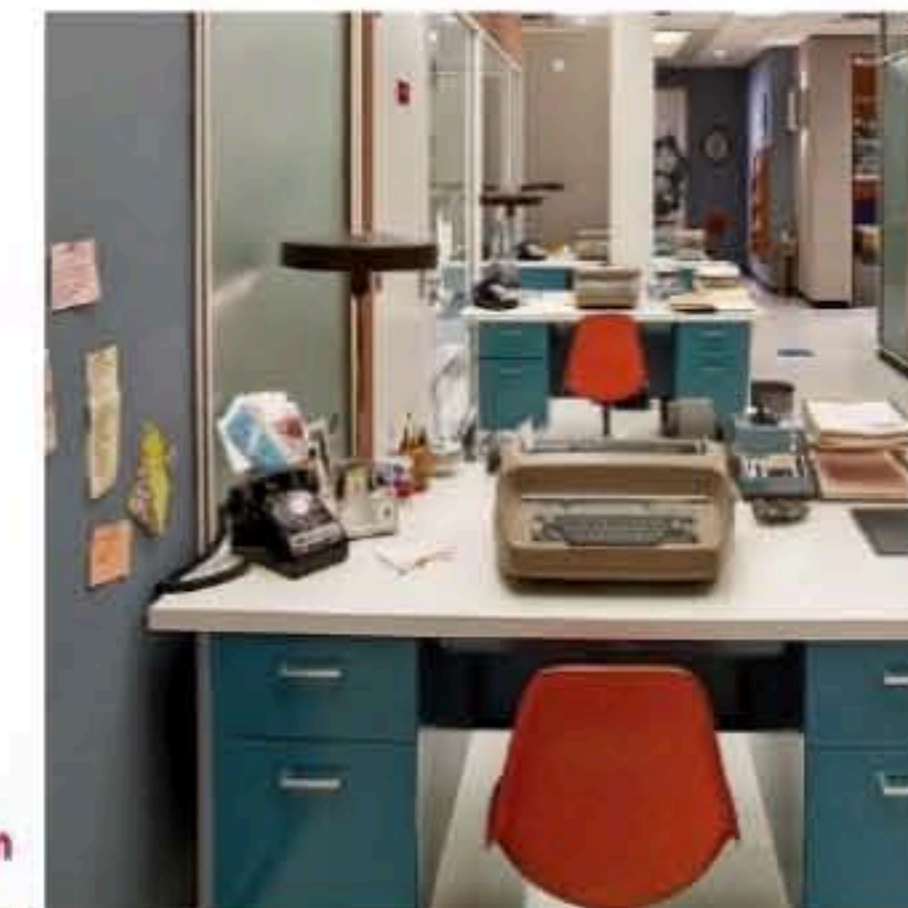
Sommersemester 2015

12-Wochen-Projekte

Future Radio Experience



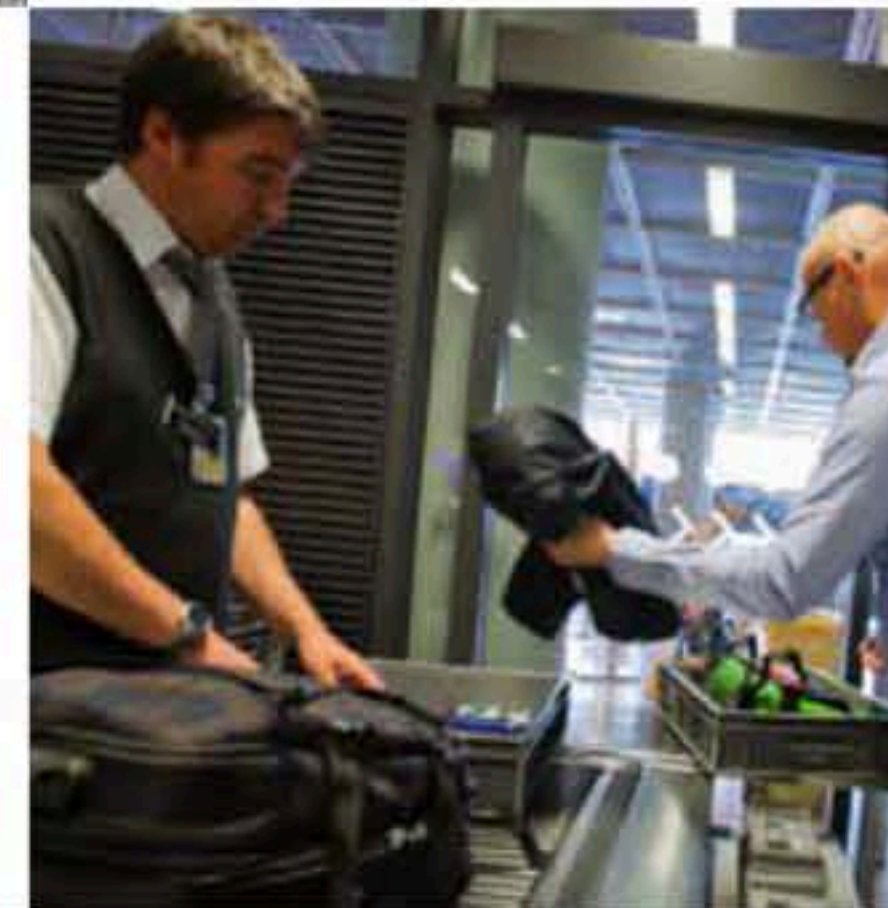
Workspace Experience



Experiencing Affinity



Security Control



Safe & Secure Internet



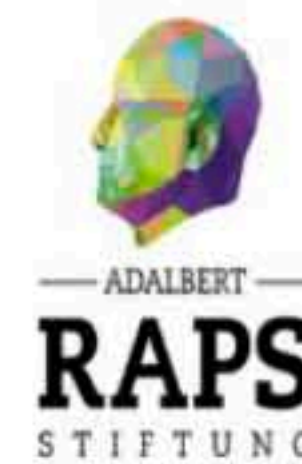
Workplace Experience



Bundesministerium für Arbeit und Soziales



Butcher's Experience 2.0



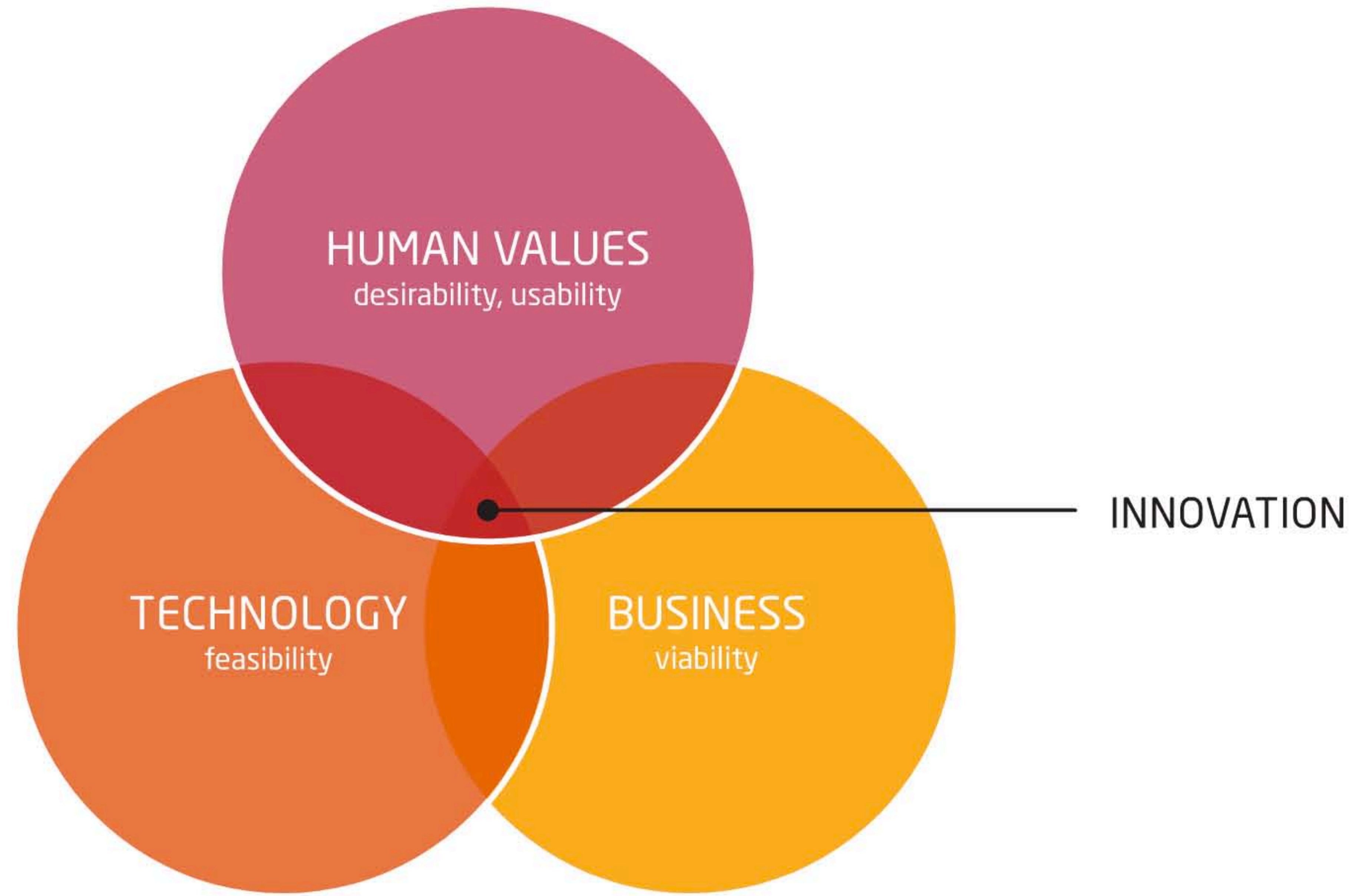
Project Partners

(Selection)

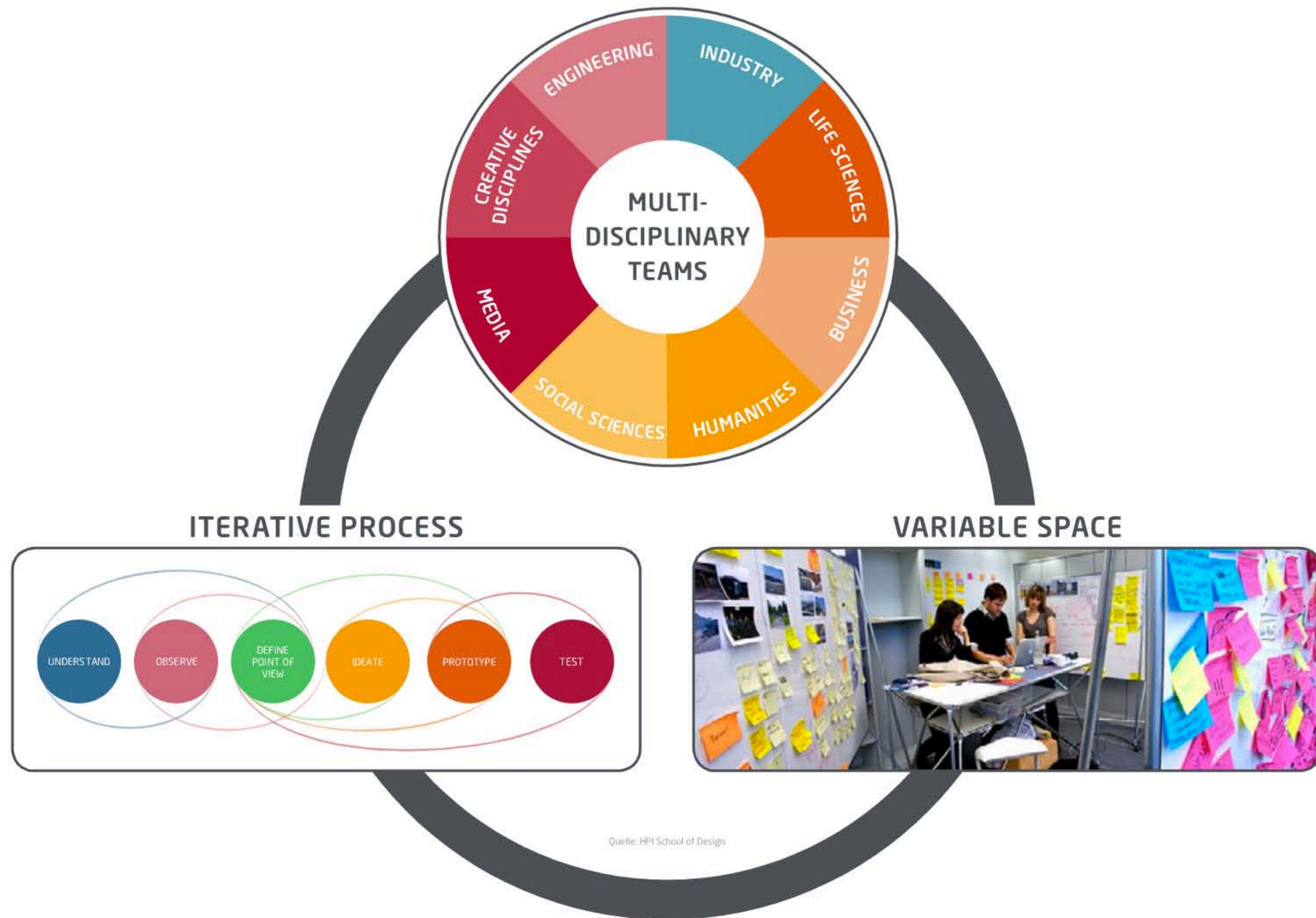


© HPI School of Design Thinking



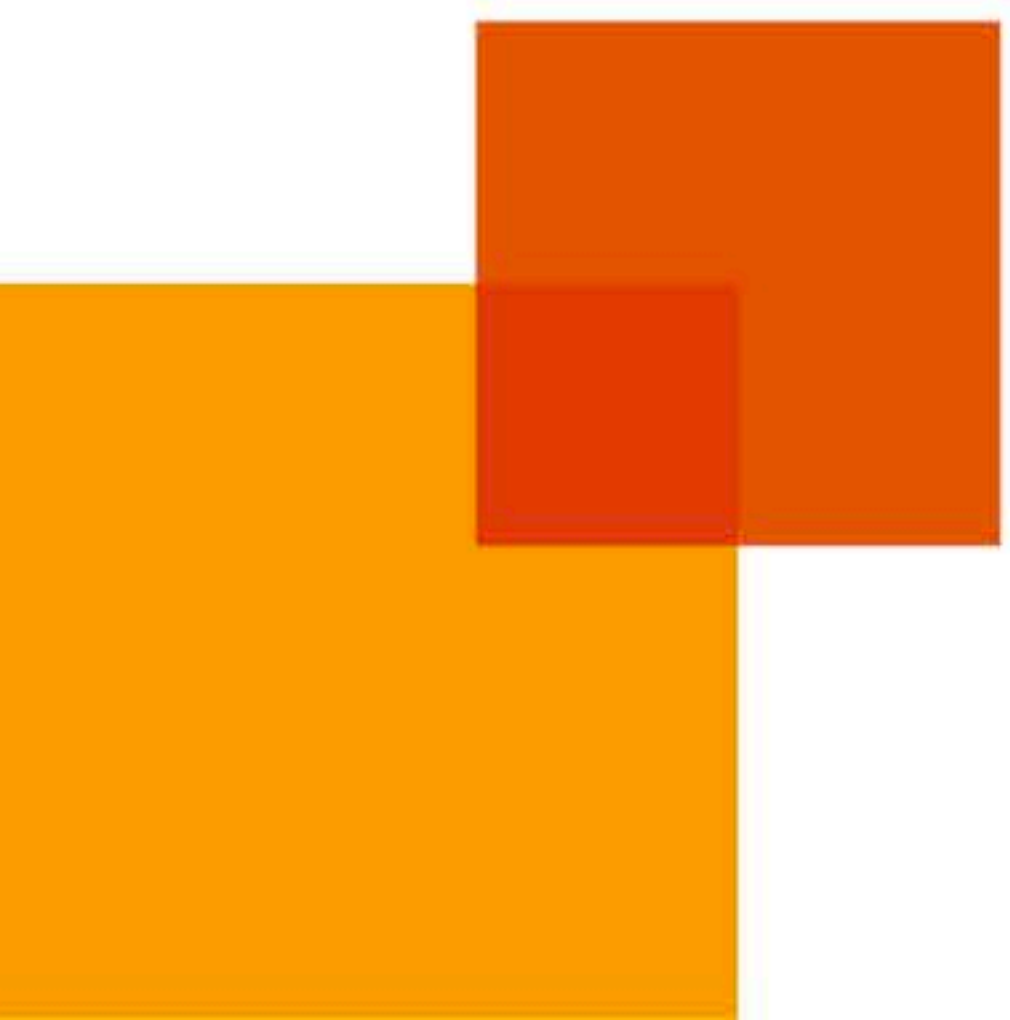


Focus: Human Needs



Quelle: HPI School of Design

3 Core Elements





Variable Space

- Modular Teamspaces with proprietary furniture
- 2000 m², 4 Floors with Work-, Share-, Prototype-, Lounge-spaces and workshops



HPDTRP

Design Thinking Research Program



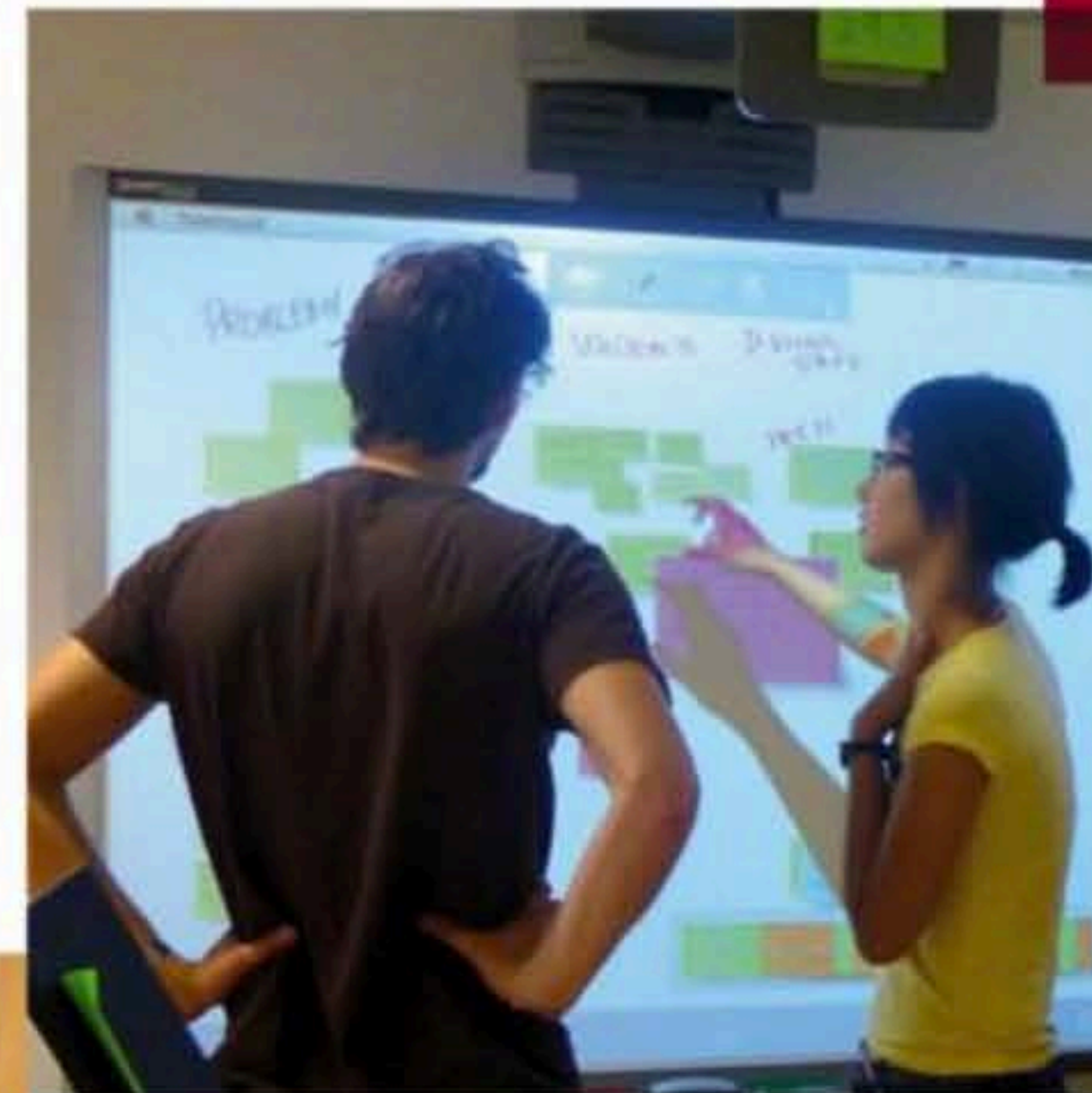
HPI – Stanford
Design Thinking Research Program



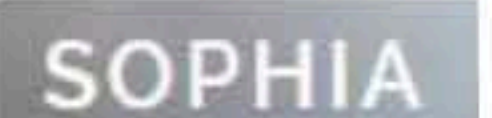
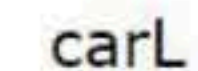
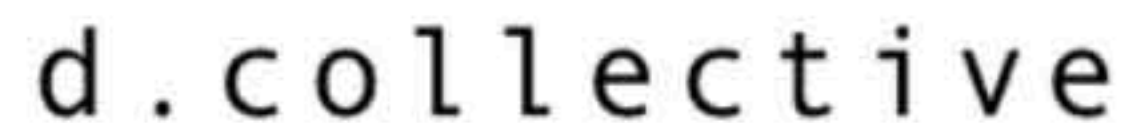
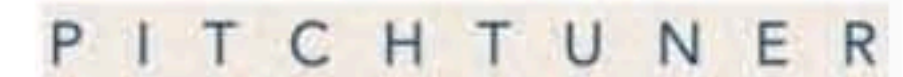
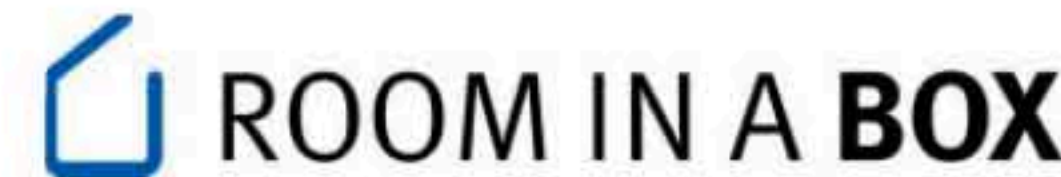
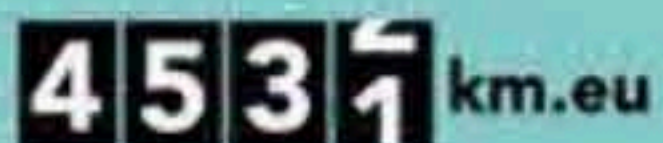
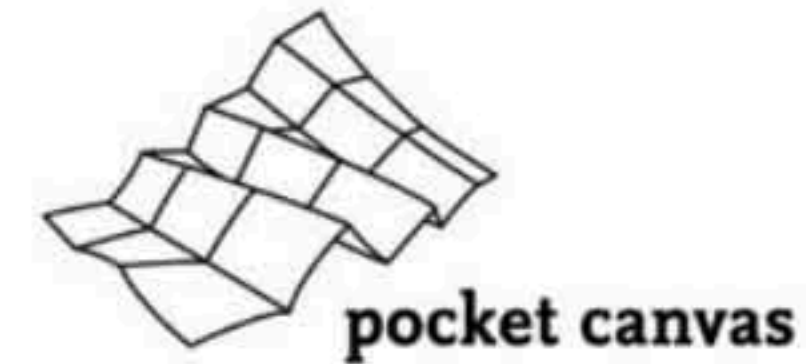
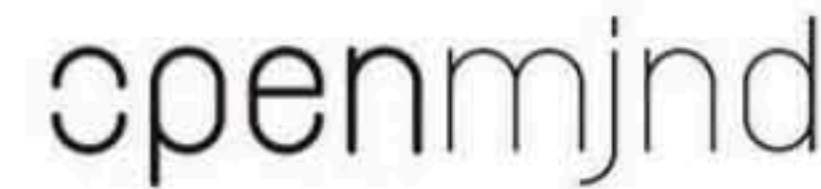
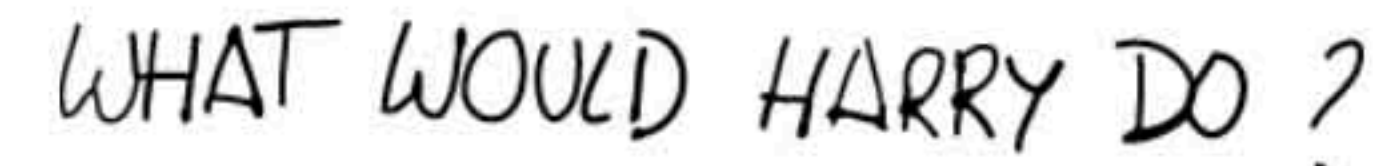
Hasso
Plattner
Institut



- Start 2008
- HPI Potsdam/Stanford University
- 14 Research Projects like: *Impact by Design, Visual Diagnostics for Design Thinking Teams, Creative Spaces in Innovation Processes, Teleboard MED etc.*
- 30 Researchers involved
- Teleboard

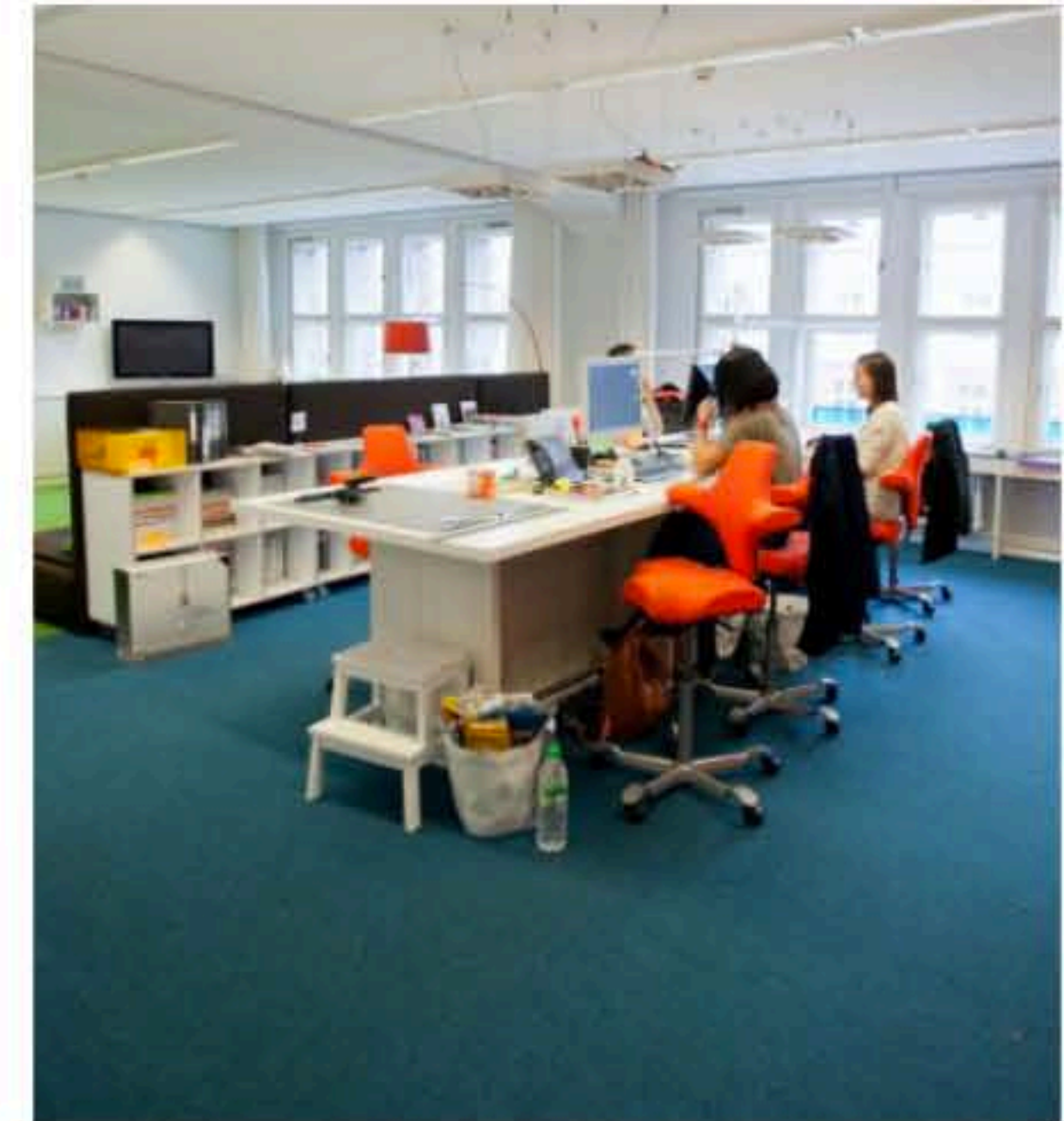


Spin-offs & Start-ups





Creation Center
Berlin



Corporate Design Thinking Labs

Deutsche Bank 

Design Thinking Lab
Eschborn

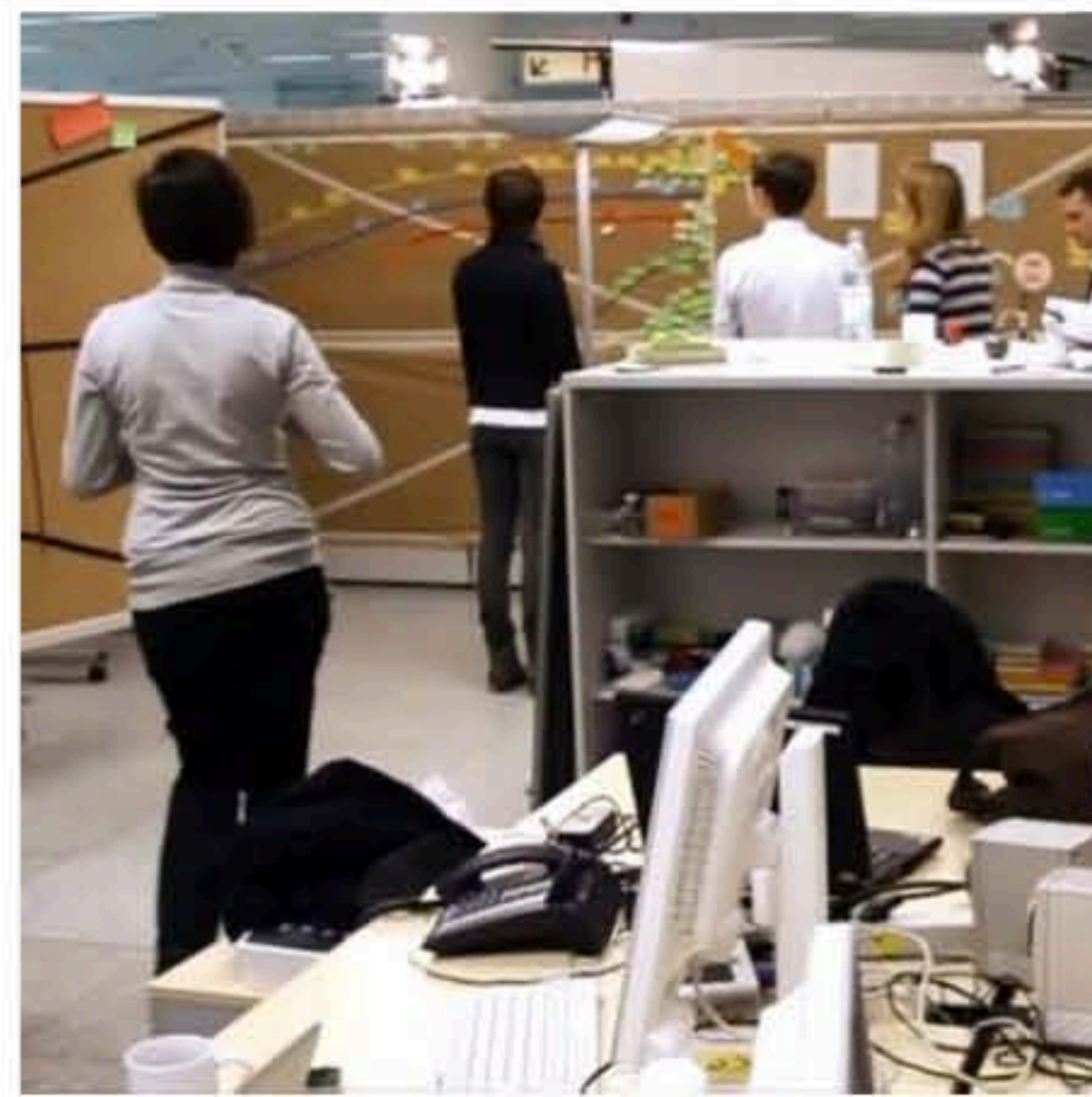


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Daimler Center
for Automotive
Information
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Innovations
Berlin



AppHaus
Heidelberg



Corporate D-School
Neuss



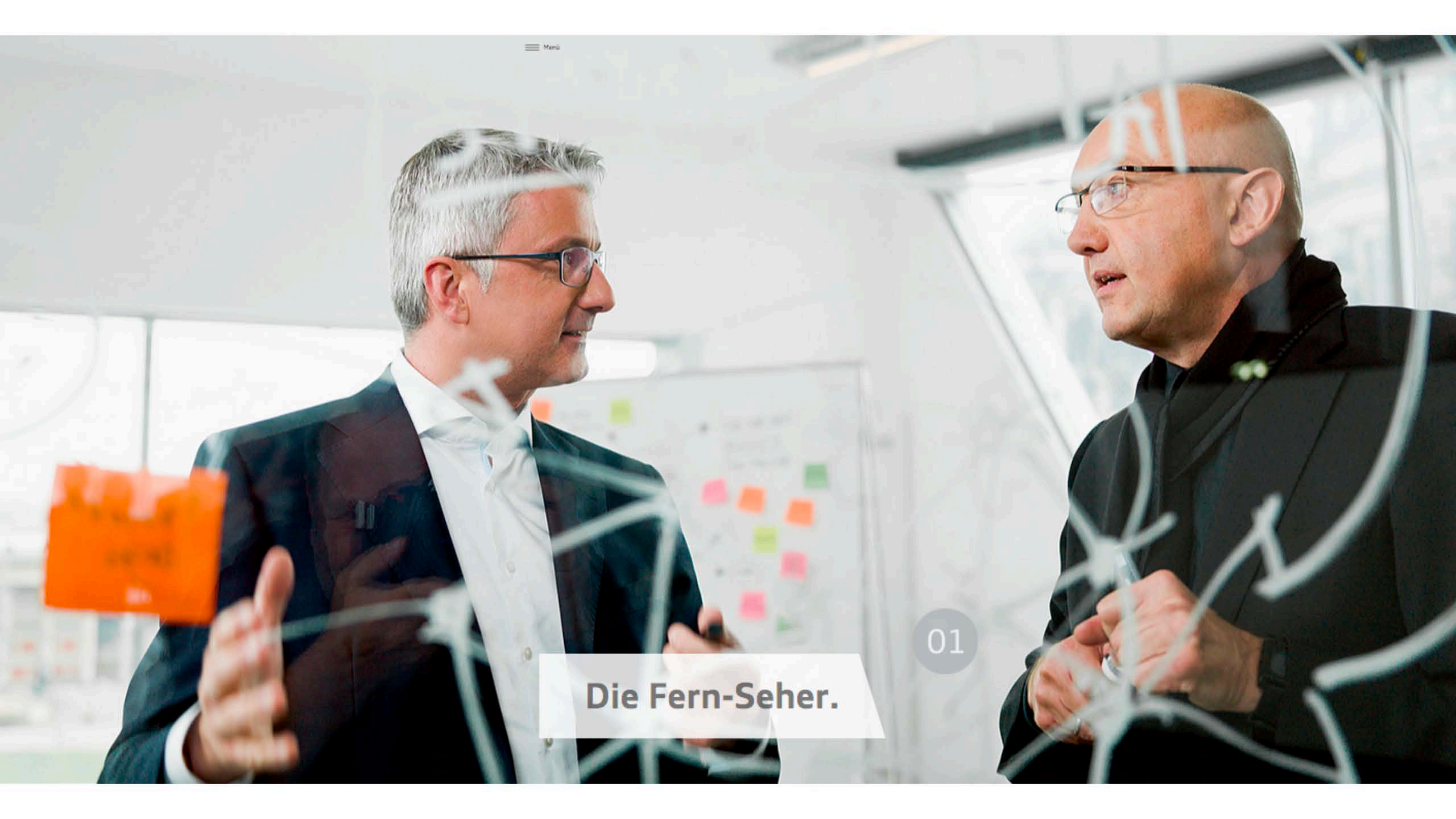
Innovation Center
Troisdorf



Professional Education

- 1-, 2-, or multi-day Design-Thinking-Workshops
- Focus on institutional needs





Die Fern-Seher.

01

Professional Track

Advanced and sustainable
Design Thinking program
for executives



Co-Creators:
Volkswagen, SAP, OttoGroup, Görtz, etc.

Cooperation Projects & Events



genovasi D-School
Kuala Lumpur



CUC D-School
Beijing



Bio Thinking



SAP
Design Thinking
Initiative



Corporate D-School



20. - 22. Sept. 2012



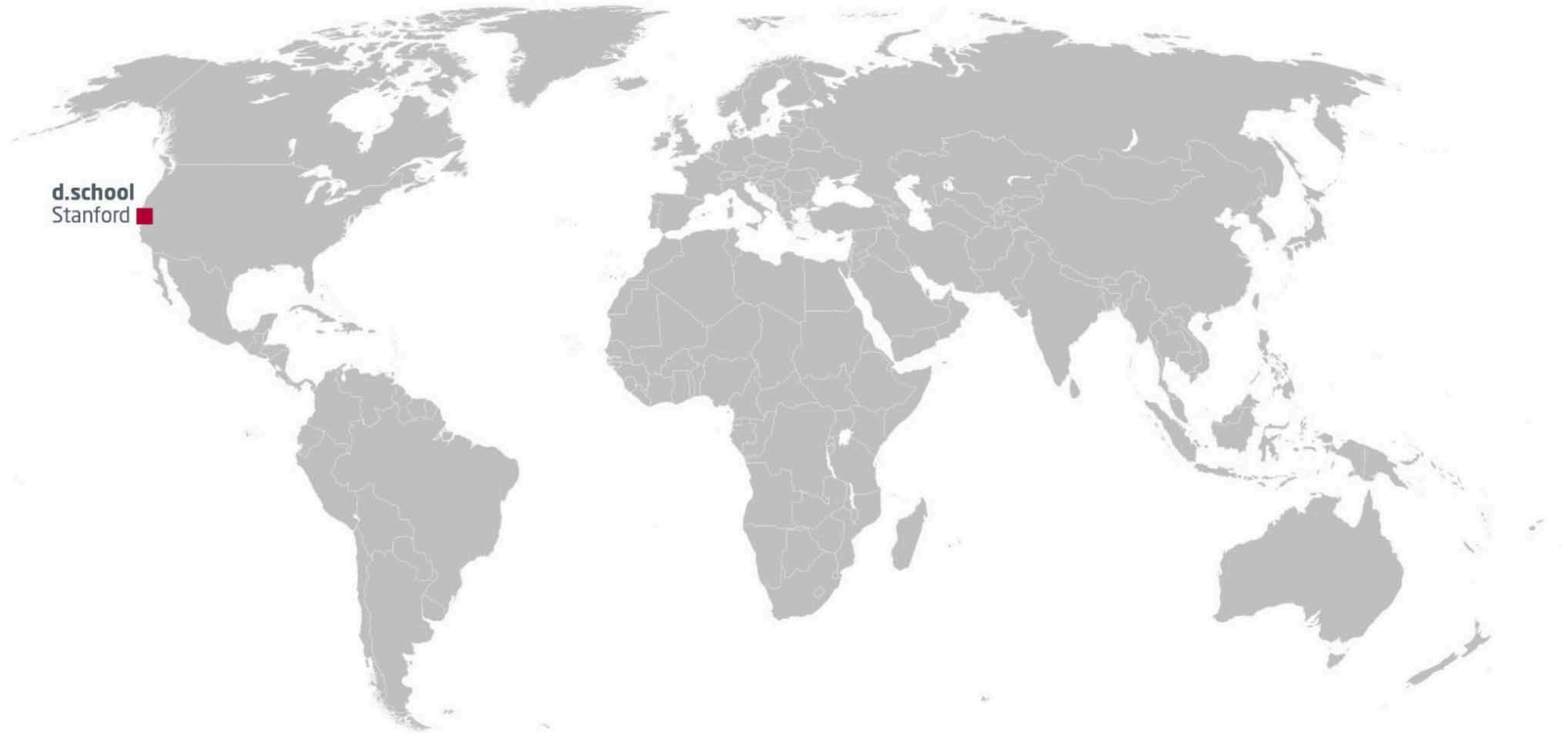
Next: 2017



Vision Summit 2013
Re-Thinking Education

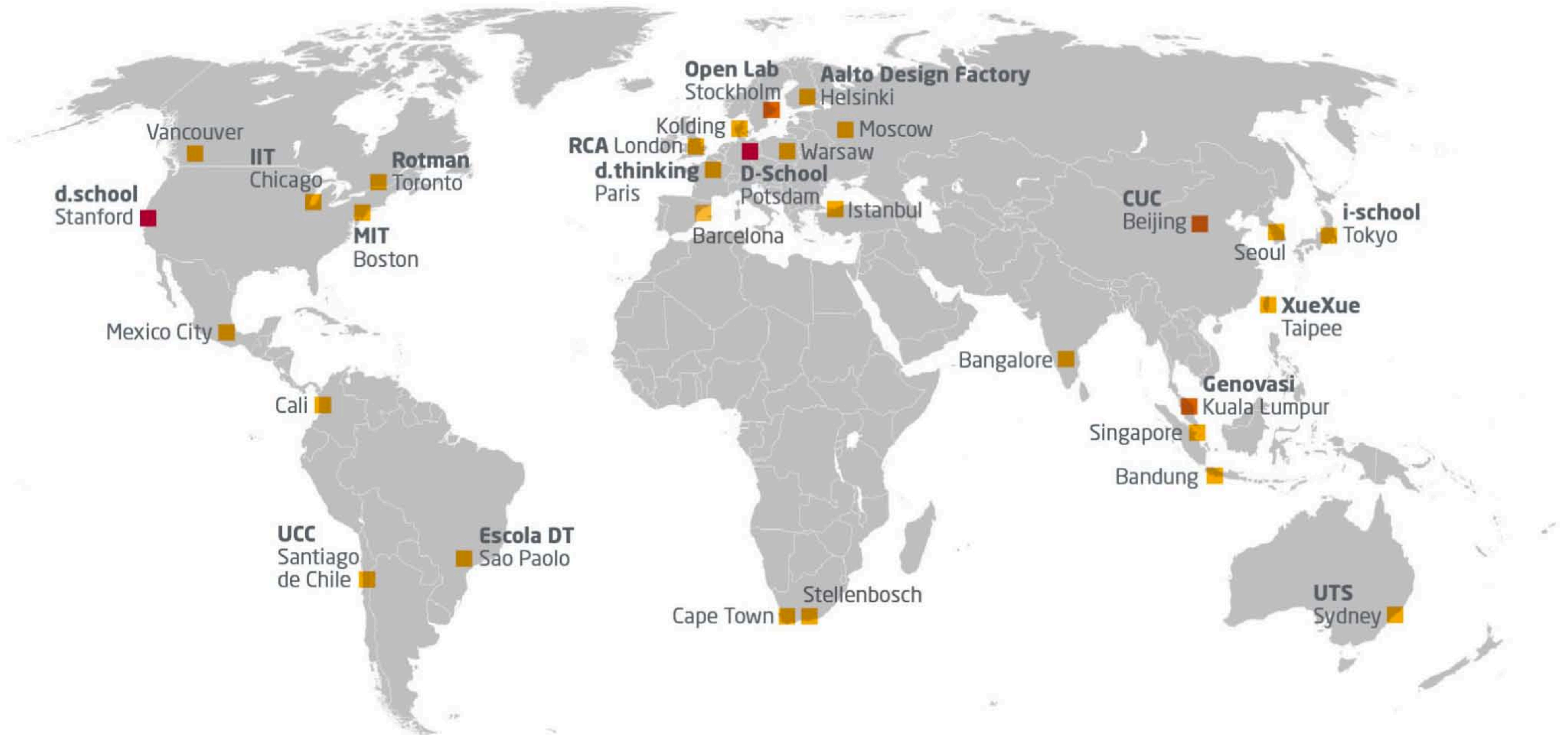
Design Thinking goes global

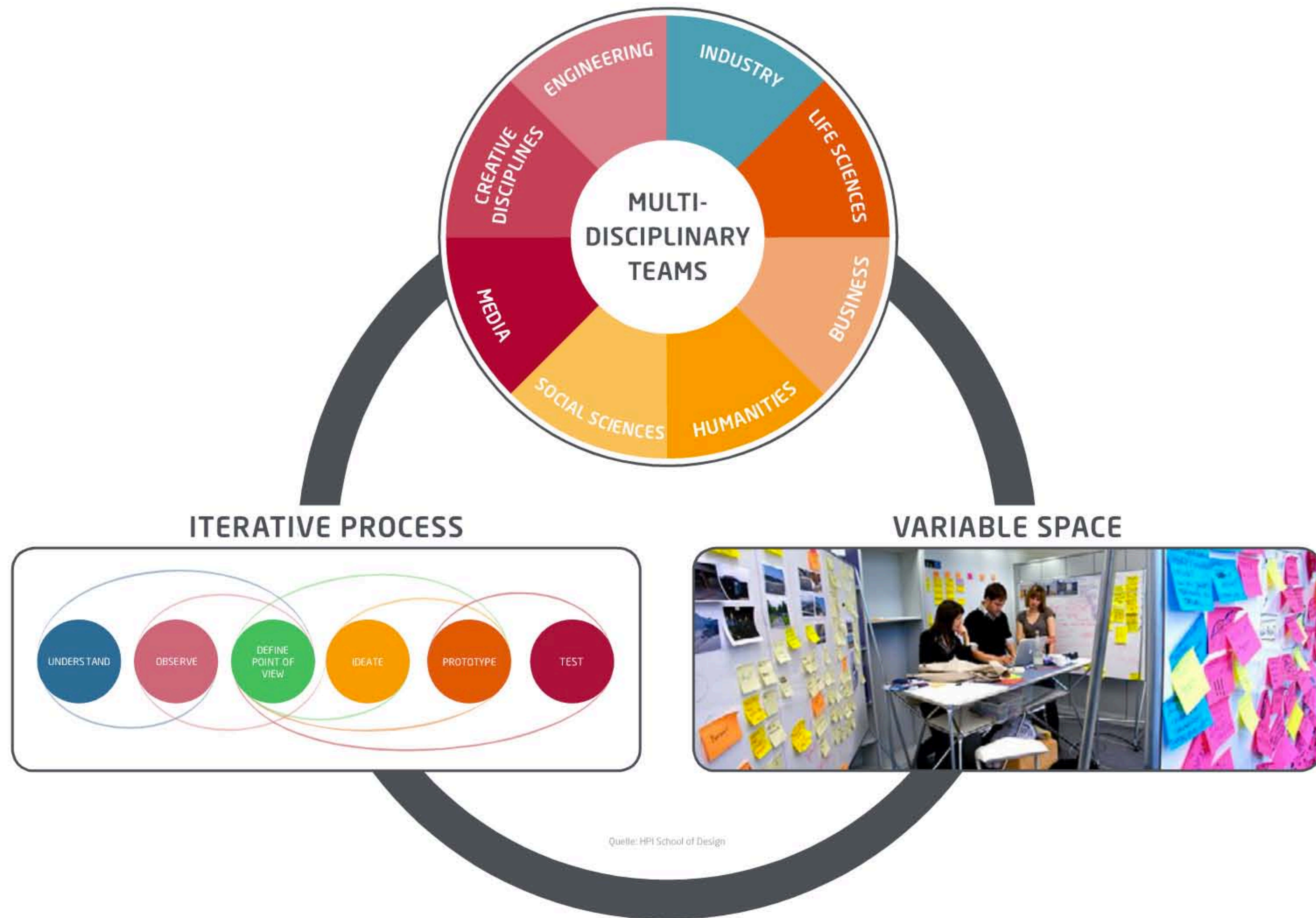
■ Origins of Design Thinking
2005



Design Thinking goes global

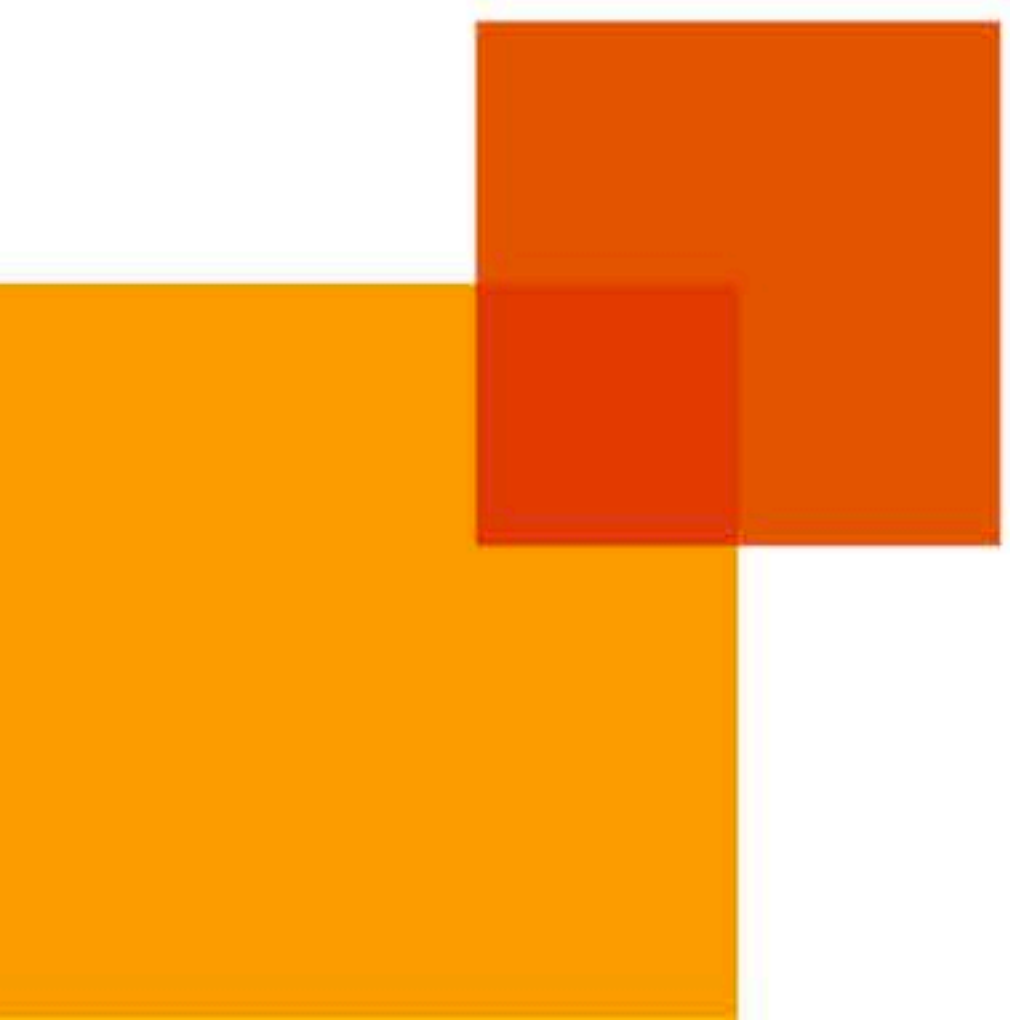
- Origins of Design Thinking
- Developed in association with the HPI D-School
- Design Thinking courses

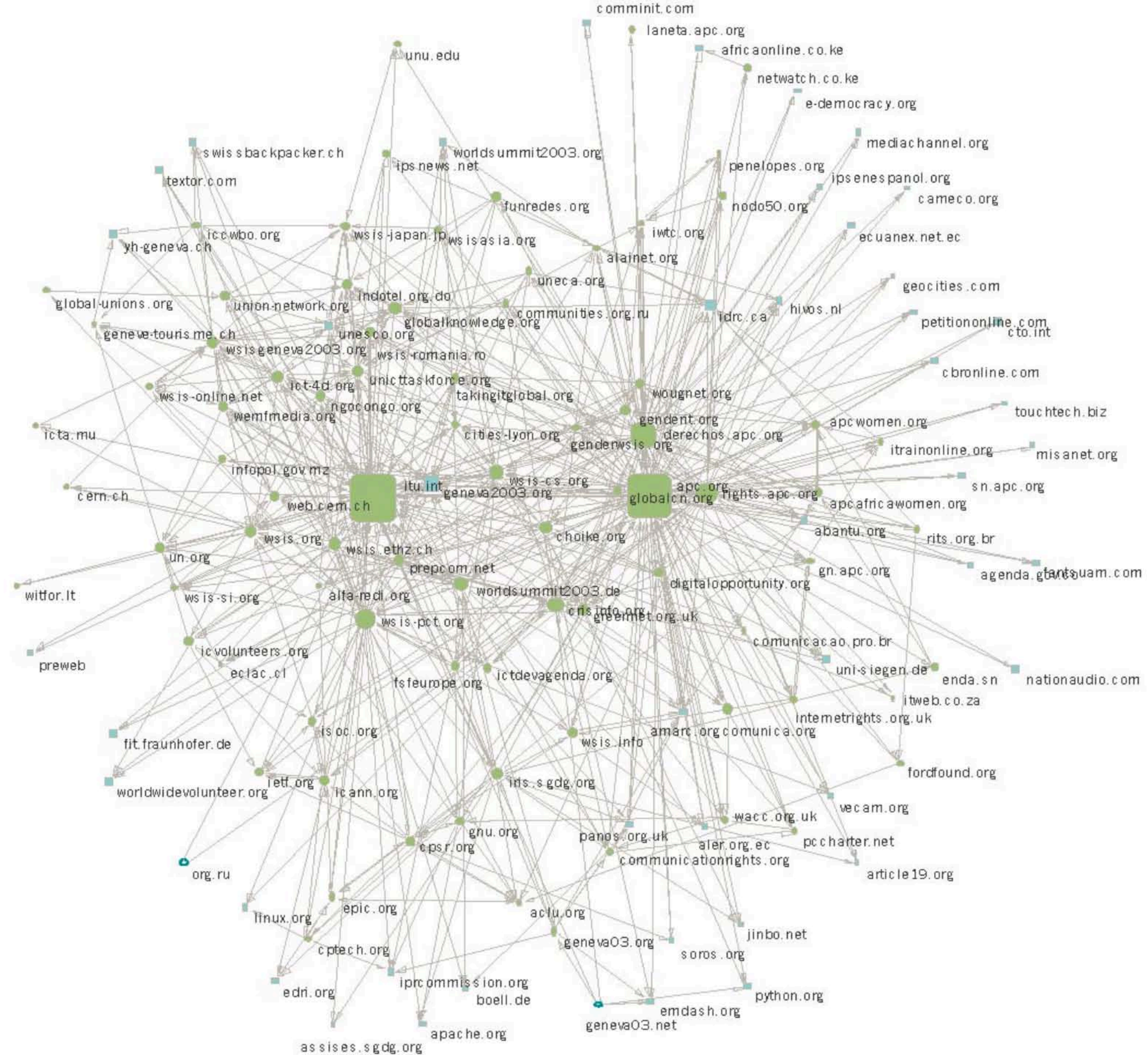


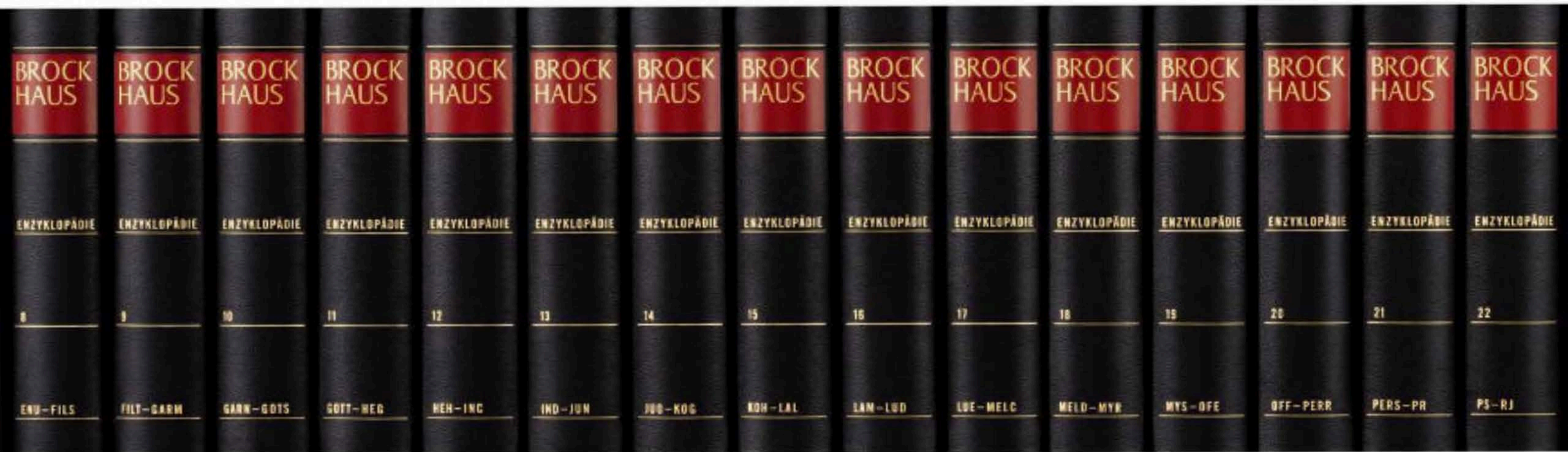


Quelle: HPI School of Design

3 Core Elements







Brockhaus Thinking

Carsharing
Co-Creation
 Co-Laboration
Co-Working Space
 Collaborative Commons
Mission-Related Investing
 Crowdfunding
Crowdsourcing
 Design Thinking
Flipped Classroom
 Gemeinwohloökonomie
Social Entrepreneurship
 MOOC (Massive Open Online Courses)

Grundeinkommen
 Micro Ensurance
WeQ Virtues
 Micro Finance
 Die DNA der Zukunftstrends

Impact Investing
Inclusive Business
 Micro Energy
 Cost Society
Social Impact Bonds
 Social Media
Micro Finance
 Social Impact Business
Social Impact Hubs
 Social Impact Labs
Social Innovation
 Open Source
Wiki
 Social Investing
Zero Emission
 Zero Marginal

WeQ More than IQ
www.weq.works

an innovative infant warmer
that costs less than 1% of a
traditional incubator.











Google Self-Driving Car Project - Prototype

Google Self-Driving Car Project



Walt and Linda



etropolis
Motorsport Arena
www.motorsportarena.com

Audi logo
RS 7
IN-AJ 354

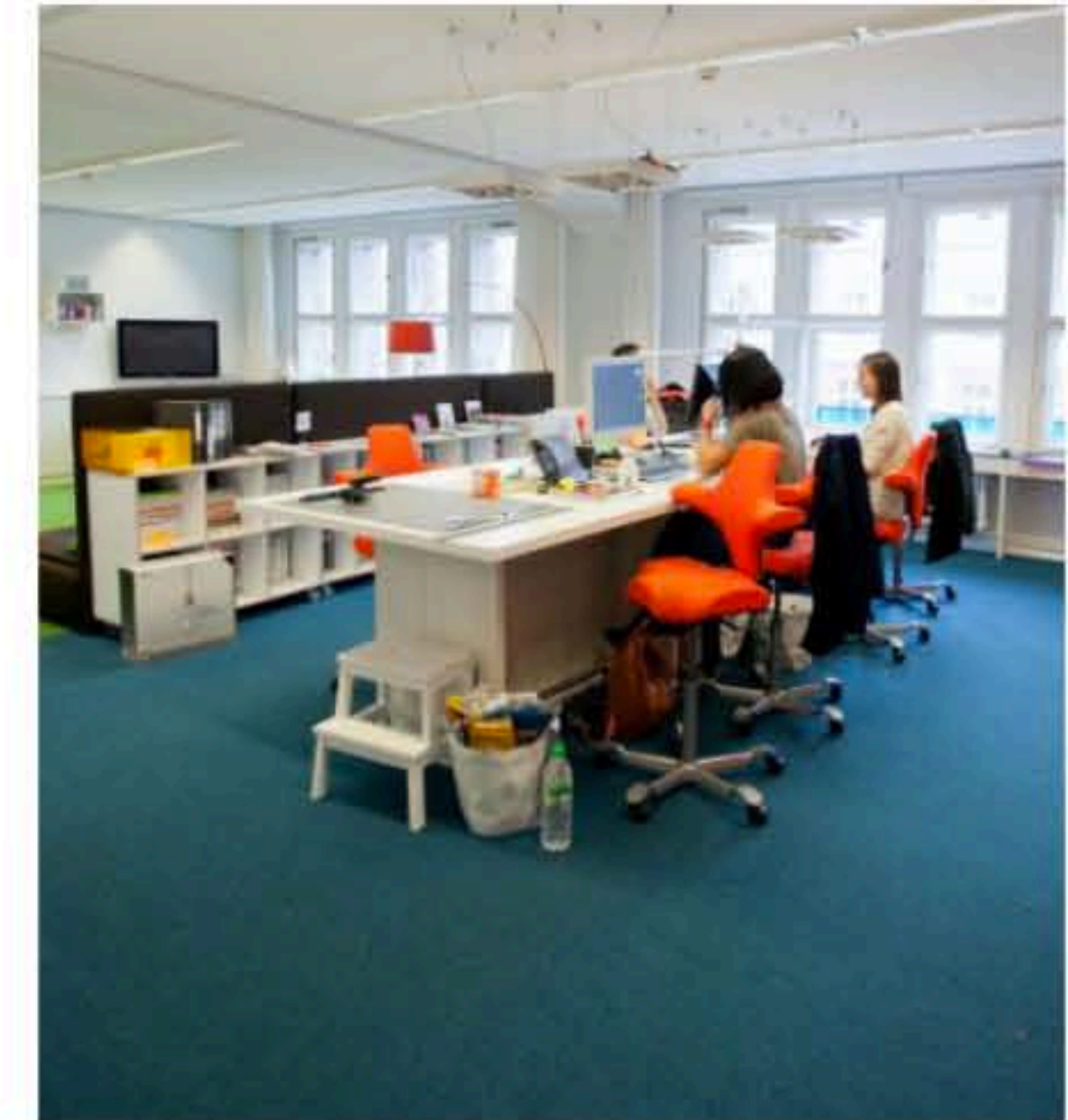
RS 7 concept

Audi piloted driving

Audi logo



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Eschborn



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**DON'T WAIT.
INNOVATE!**

**SCHOOL OF
DESIGN THINKING**

Hasso-Plattner-Institut
Universität Potsdam



HPI

Hasso-Plattner-Institut
School of Design Thinking
Prof. Ulrich Weinberg
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Fax: +49-331-5509-128
Email: office-d-school@hpi.de

www.hpi.de/d-school













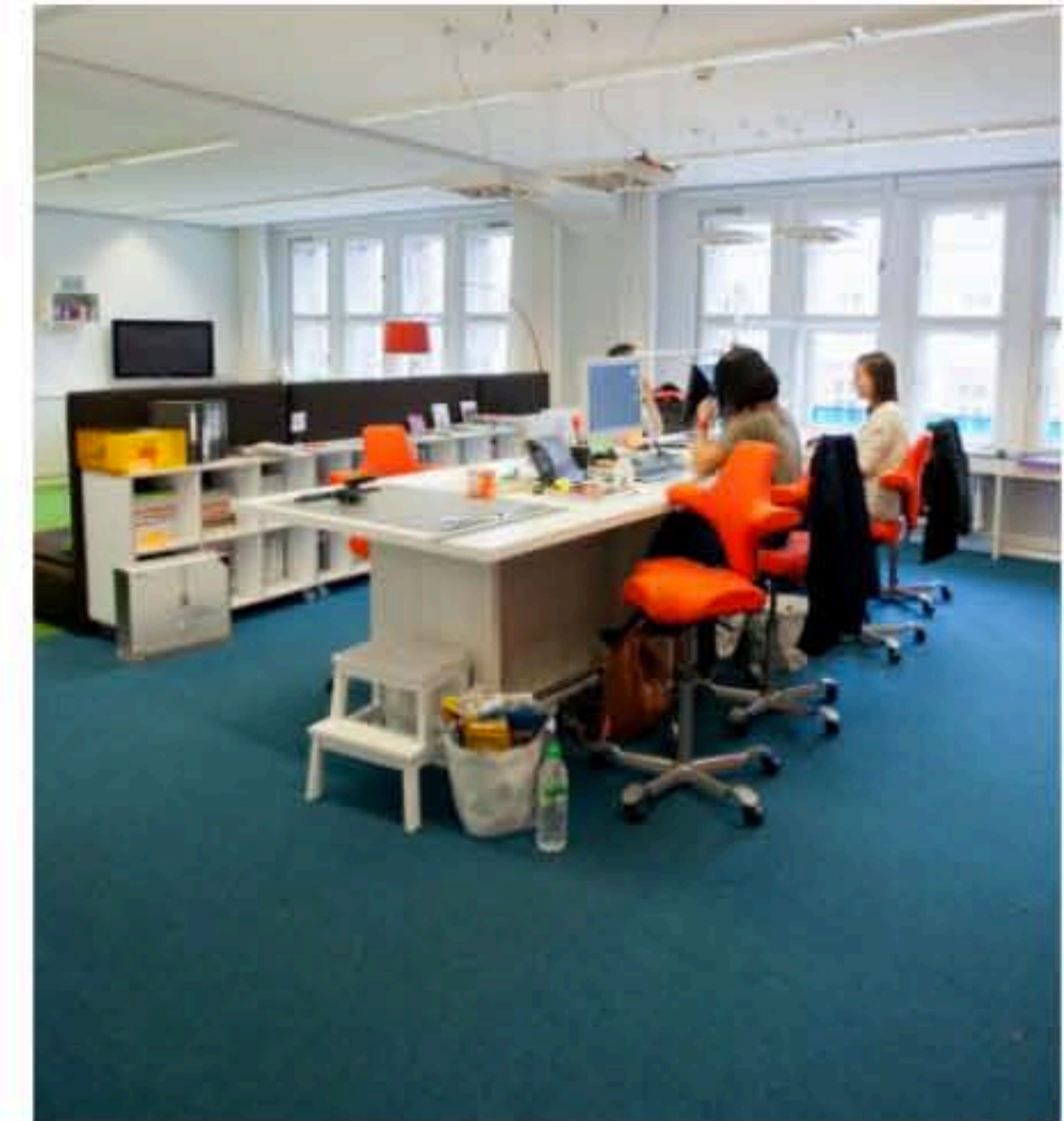








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Design Thinking Lab
Eschborn

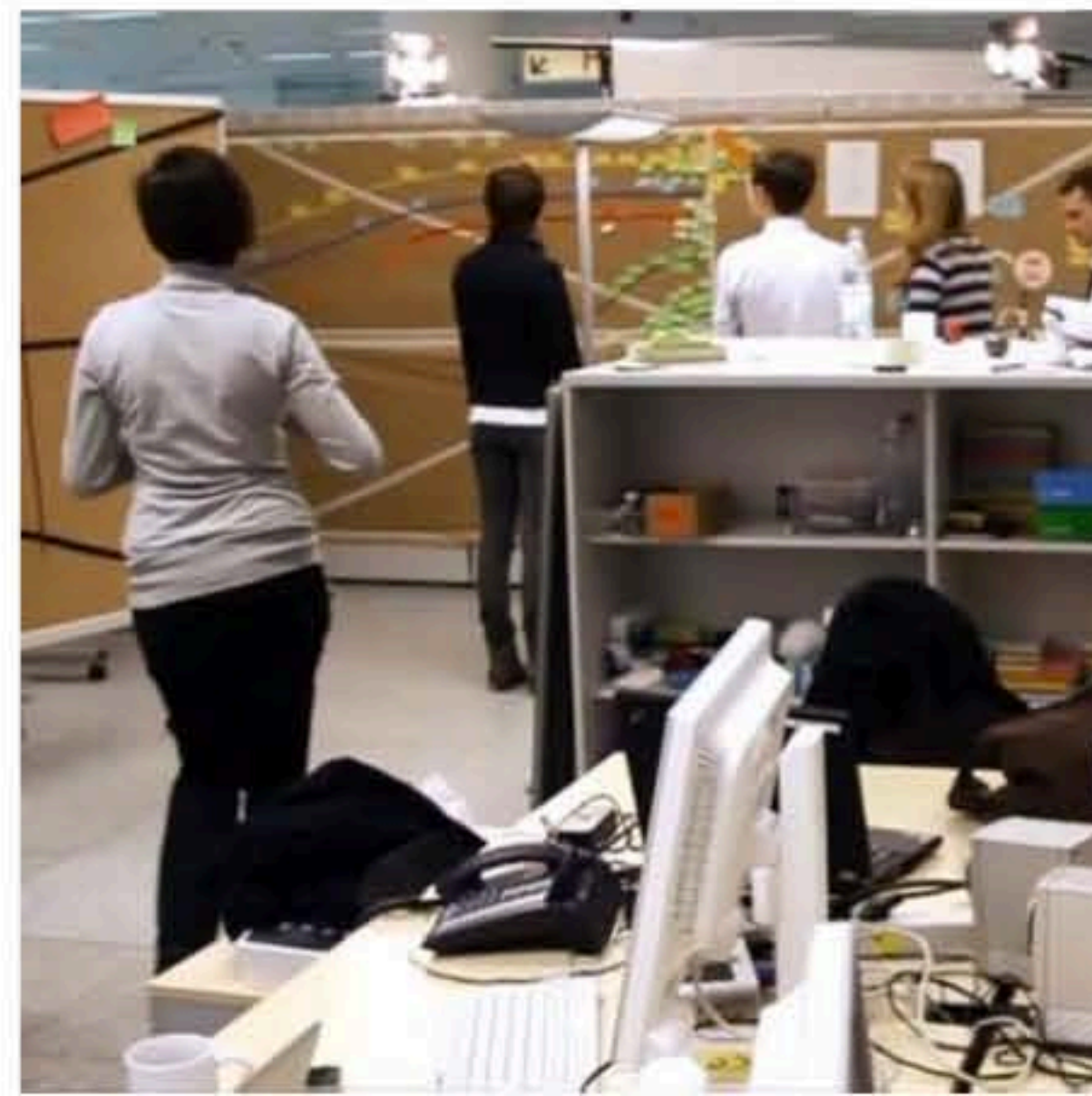


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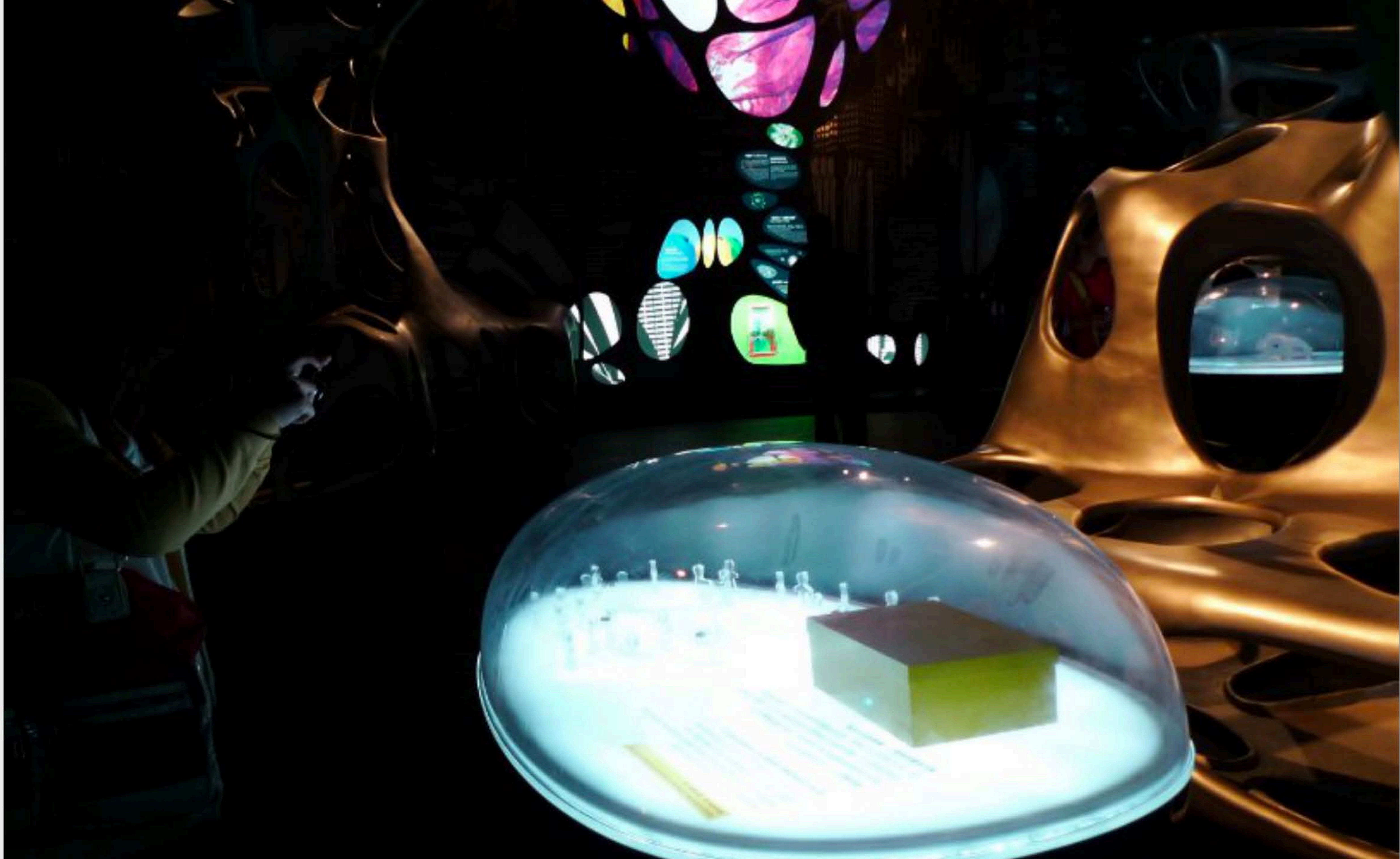


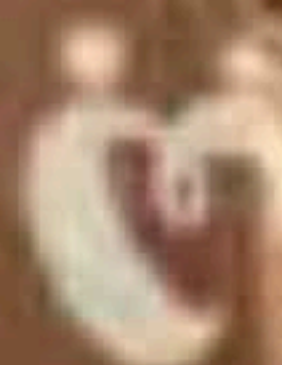
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How might we improve the consumer goods supply chain to the inner cities of the future assuming that no cars are allowed to drive?





live

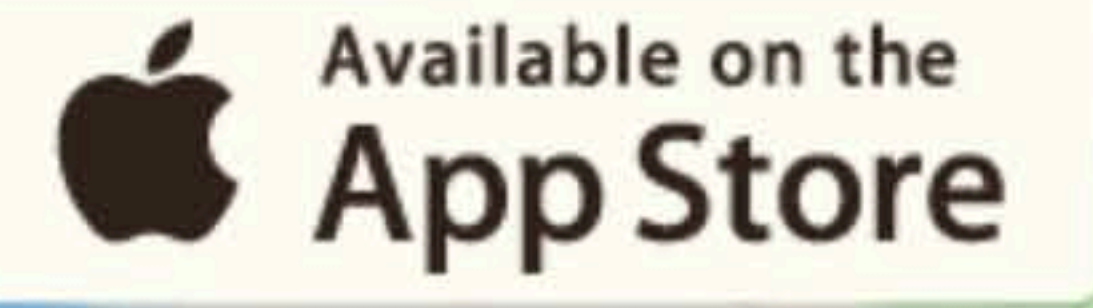


video

BLOGG

SÅ FUNGERAR MYWAYS

FRÅGOR OCH SVAR



**LADDA NER APPEN OCH
KOM IGÅNG DIREKT!**

MYWAYS GER DIG TID:

MyWays är en helt ny leveranstjänst för dig som vill

**MYWAYS GER DIG
EXTRAPENGAR:**

Heimathaube

Emergency beds for dementia patients

Challenge: "Improve the experience of and the interaction with elder and dementia patients in the Charité emergency department."

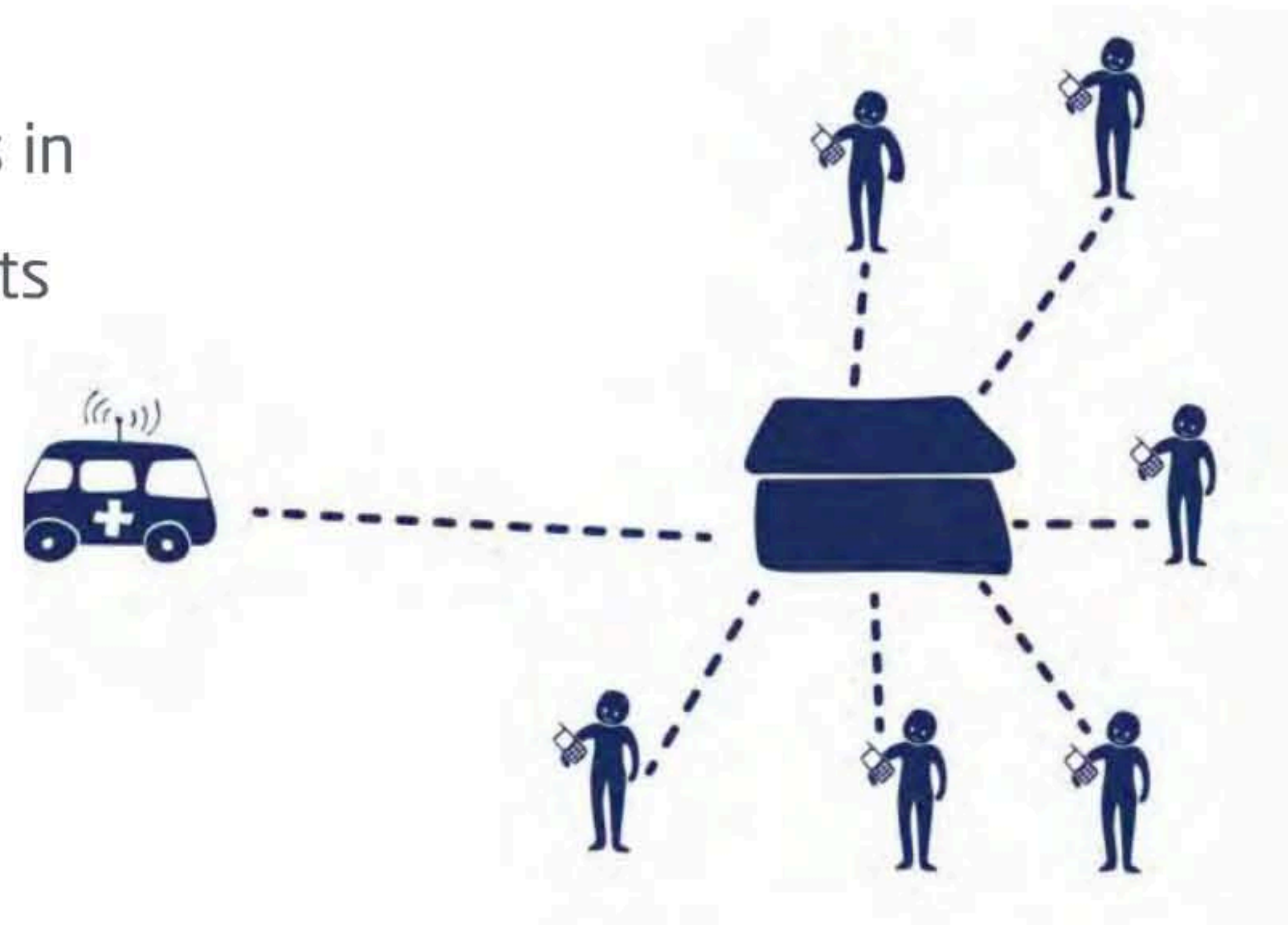


Summo

Social Innovation in Rural Health Care

Challenge: "Improve the health care for patients living in remote rural farming areas in the Western Cape region."

- Helps nurses who work in mobile clinics in rural South Africa to monitor their patients better and more conveniently.
- Helps patients to never miss their treatment and makes the routes of the nurses more efficient.
- www.summo.org



Refresh Cleaning

Turning Dust and Smell into Bio-Degradable Jelly

Challenge: "Redesign the vacuum cleaning experience."

- Absorbing mini tab bounds dust, bad smell and liquids into a jelly-brick within seconds. The compact and hygienic brick can easily be thrown into the garbage bin or even be used as a water reservoir for a flowerpot.
- www.crooser.de



real,- Drive

Personal Supply Chain

Challenge: "Enhance personal supply chains for retail customers, regarding convenience, cost effectiveness and sustainability."

- Virtual shopping environment that simulates and enhances the shopping experience in a supermarket.
- Urban layout concept for pick-up stations.
- Parts of the concept are realized in "real Drive".

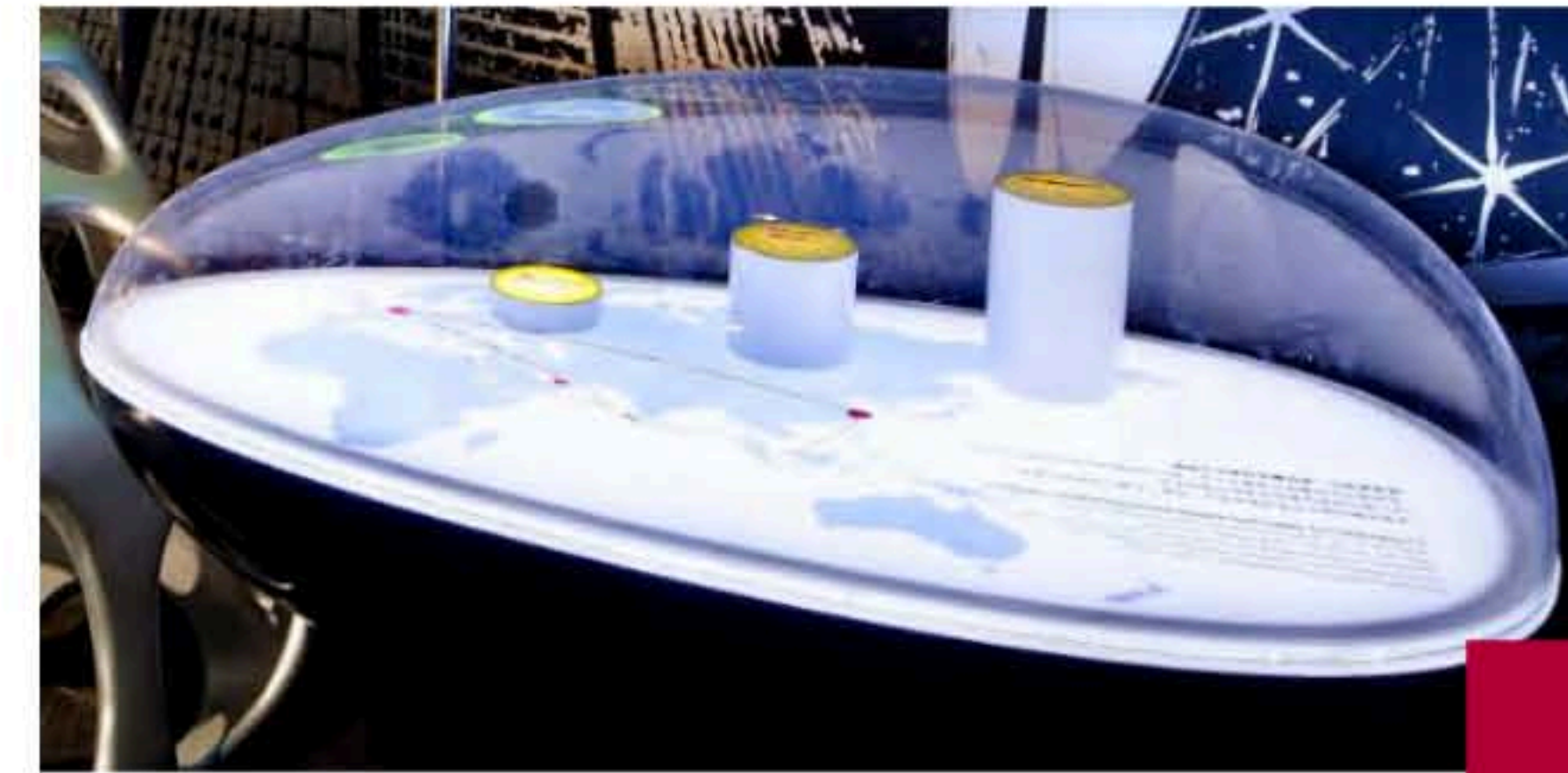


bring.buddy

A social delivery service

Challenge: "Improve the consumer goods supply chain to the inner cities of the future assuming that no cars are allowed to drive."

- bring.buddy combines commuting-routes information of participants with mobile tracking technology.
- DHL Sweden launched the delivery concept under the name "myways" in early 2012.
- www.myways.com



bring.BUDDY



The FAST



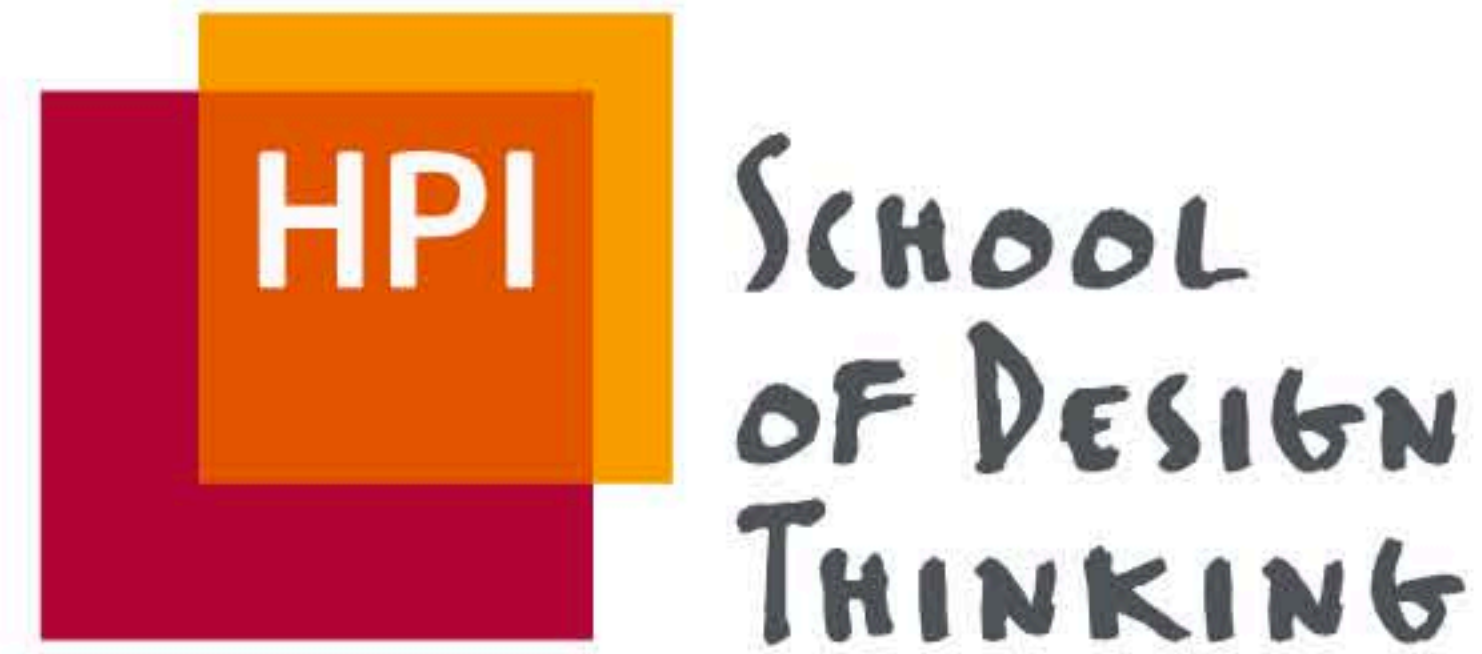
Airport Security Control

Challenge: "How might we assure the security standards at passenger airports and increase efficiency and convenience of passenger handling during check-in at the same time?"

The „Flight Assistant Security Trolley“ (FAST) creates a seamless process (replaces the former boxes at the security check).

- Enables flight passengers a much easier way through the security check.





Hasso-Plattner-Institut | Universität Potsdam

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