

design your business

Laboratorio di sintesi Finale
design del Prodotto
2014|2015

Docenti

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Collaboratori

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Design e imprenditoria

La storia, i personaggi, gli aneddoti



Design e imprenditoria

La storia, i personaggi, gli aneddoti

A black and white portrait of a middle-aged man with a friendly smile. He is wearing a dark pinstripe suit jacket over a light-colored striped shirt and a dark tie with small white polka dots. The background is a plain, light color.

Design e imprenditoria

La storia, i personaggi, gli aneddoti



Design e imprenditoria

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Design e imprenditoria

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Design e imprenditoria

La storia, i personaggi, gli aneddoti

One off e produzione privata
A confine tra arte, artigianato e design



One off e produzione privata

A cavallo tra arte, artigianato e design



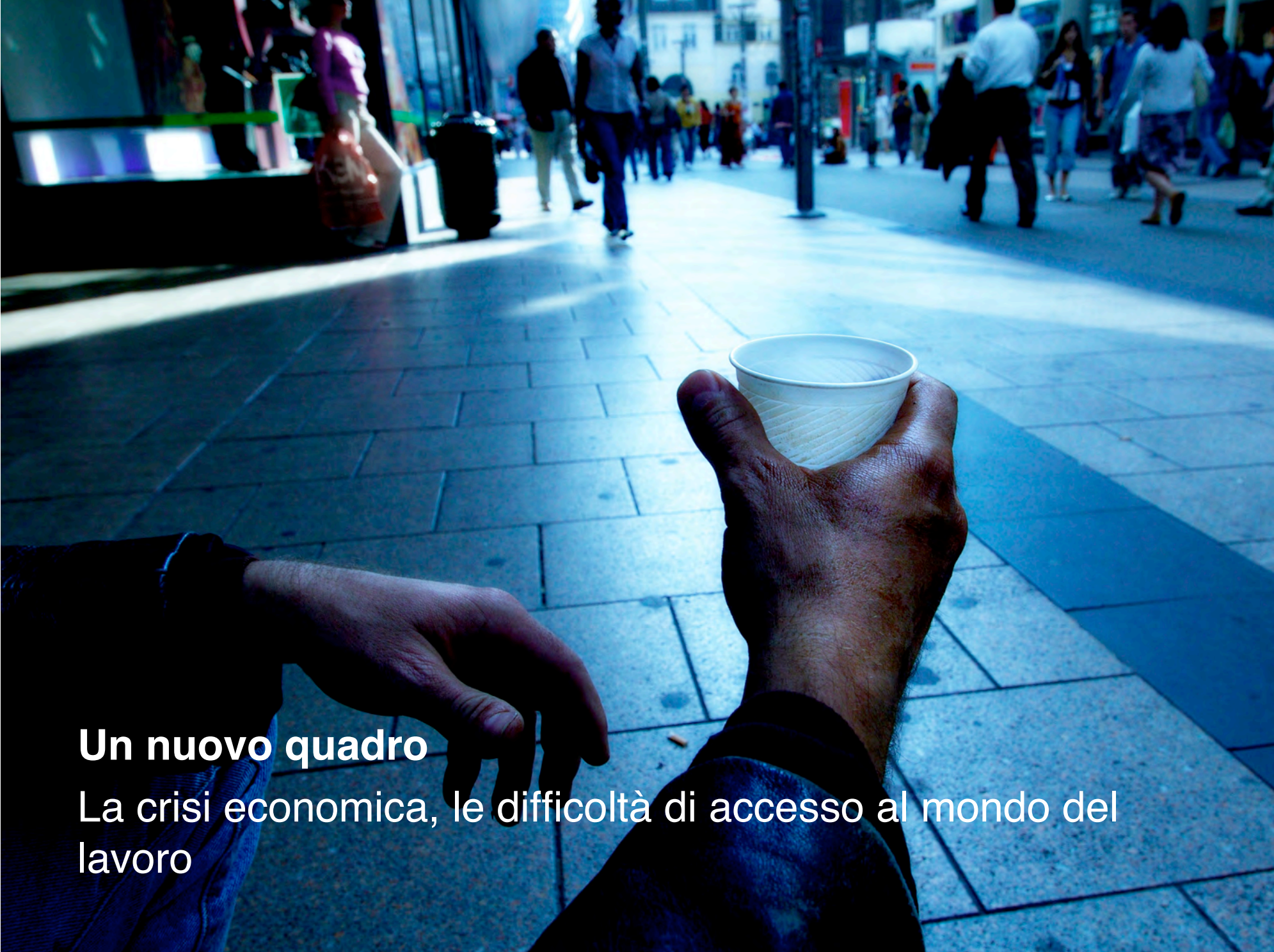
One off e produzione privata

A cavallo tra arte, artigianato e design



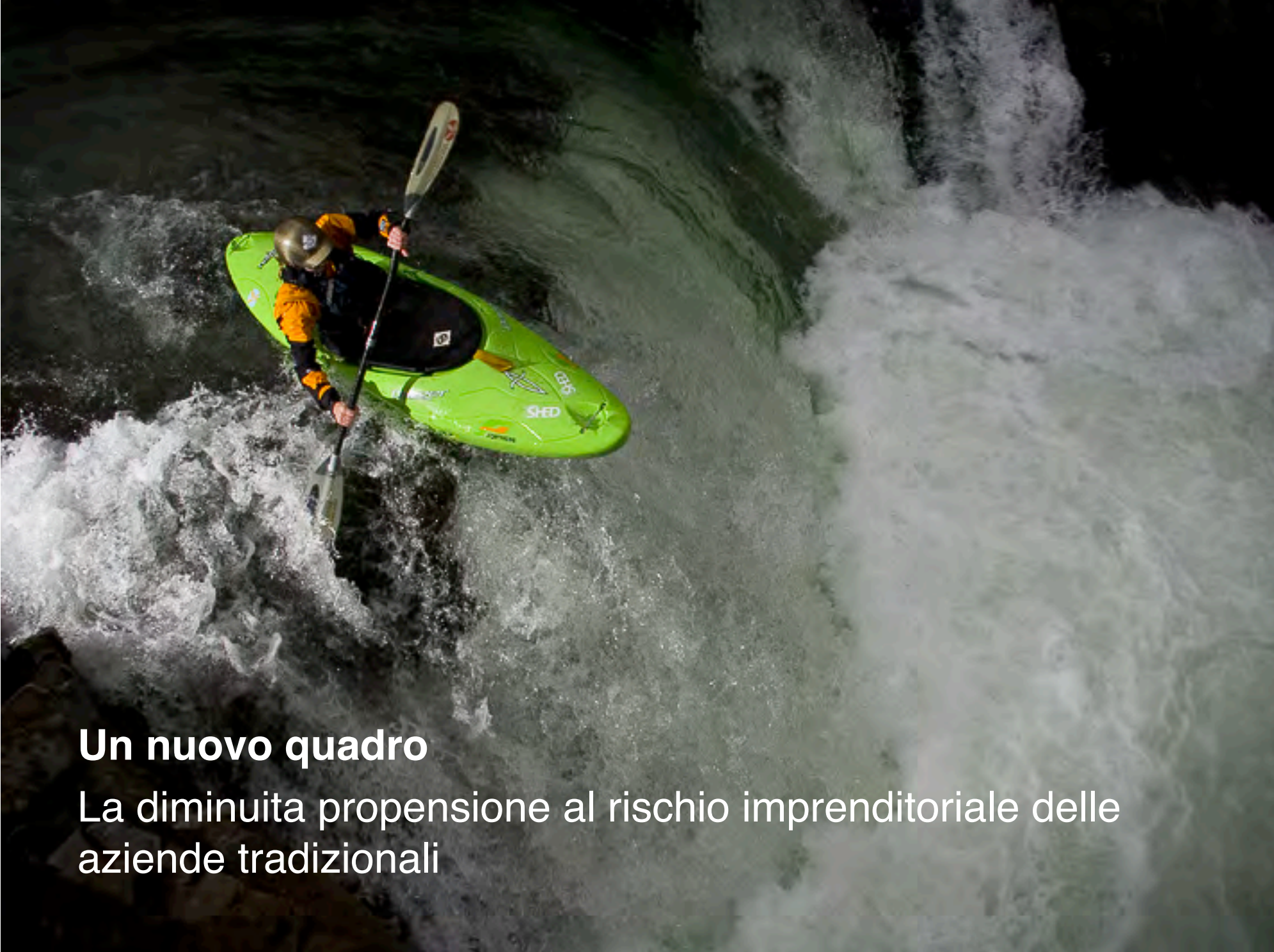
One off e produzione privata
A cavallo tra arte, artigianato e design

Un nuovo quadro
Un nuovo quadro



Un nuovo quadro

La crisi economica, le difficoltà di accesso al mondo del lavoro



Un nuovo quadro

La diminuita propensione al rischio imprenditoriale delle
aziende tradizionali



Un nuovo quadro

Il design come professione di massa



Un nuovo quadro

Le competenze dei designer

Un nuovo quadro
Gli strumenti del design

MAY 17, 2004

www.businessweek.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 BRUCE NUSSBAUM

Un nuovo quadro

L'intersezione tra design e business





Rotman School of Management
UNIVERSITY OF TORONTO

Rotman

The Design of Business

Why Design Thinking is
the Next Competitive Advantage

Un nuovo quadro

L'intersezione tra design e business

Roger Martin, Dean

Rotman School of Management
University of Toronto

The Design Discussion.

Questions for all of us.

An increasing number of design and business schools (and private sector firms) are working to add meaningful design thinking education, in order to meet the growing demands of companies seeking graduates with new and more creative skills to their workforce. DMI is conducting a benchmark analysis of programs, vocabulary, tools and curricula for training design leaders globally and ultimately defining the future path of design education in both business and design graduate programs. Visit DMI.org/FuturED

The 3 Gears of Business Design

HEATHER FRASER, DESIGNWORKS



TIM BROWN, IDEO

Design Thinking...
... is a system that uses the designer's sensibility and methods to match peoples' needs with what is technologically feasible and what a viable business can convert into consumer value and market opportunity."

CRAIG M. VOGEL UC

Levels of Design

- » **DESIGN STRATEGY**
Broad Goals with Social/Cultural Corporate implications
- » **DESIGN MANAGEMENT**
Directing designers and interdisciplinary teams
- » **DESIGN PLANNING**
Products Information Services
- » **DESIGN EXECUTION**
Converting strategy and insights into objects images and action

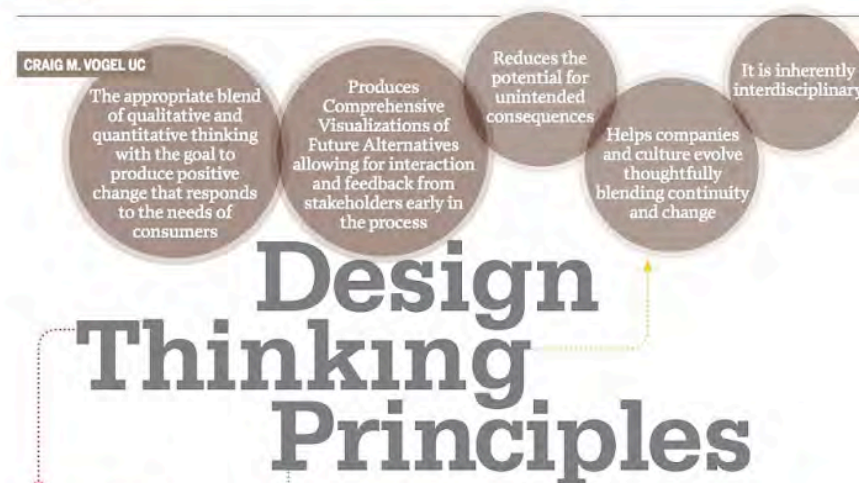
What role should design and design thinking play in business education to stimulate creativity and innovation in business?

What business subjects need to be taught in design schools to create better design leaders?

What education options exist for designers and business grads to become design leaders and champions?

What are the key underlying principles of design thinking vs design?

What is design thinking vs design vs innovation vs creativity and what is required to clarify these differences?



LIEDTKA & OGILVIE

empathy
invention
iteration

What is? What if? What wows? What works?

MICHAEL WESTCOTT DMI

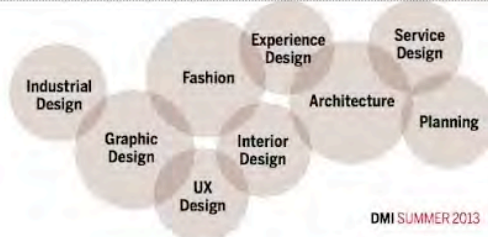
empathy
360° Understanding, Reframing the Problem
efficiency
Disciplined Process & Tools

creativity
Ideate, Synthesize Complexities, Visualize Solutions
efficacy
Prototype, Test, Execute

Big D and Little ds

D= Strategy System Service

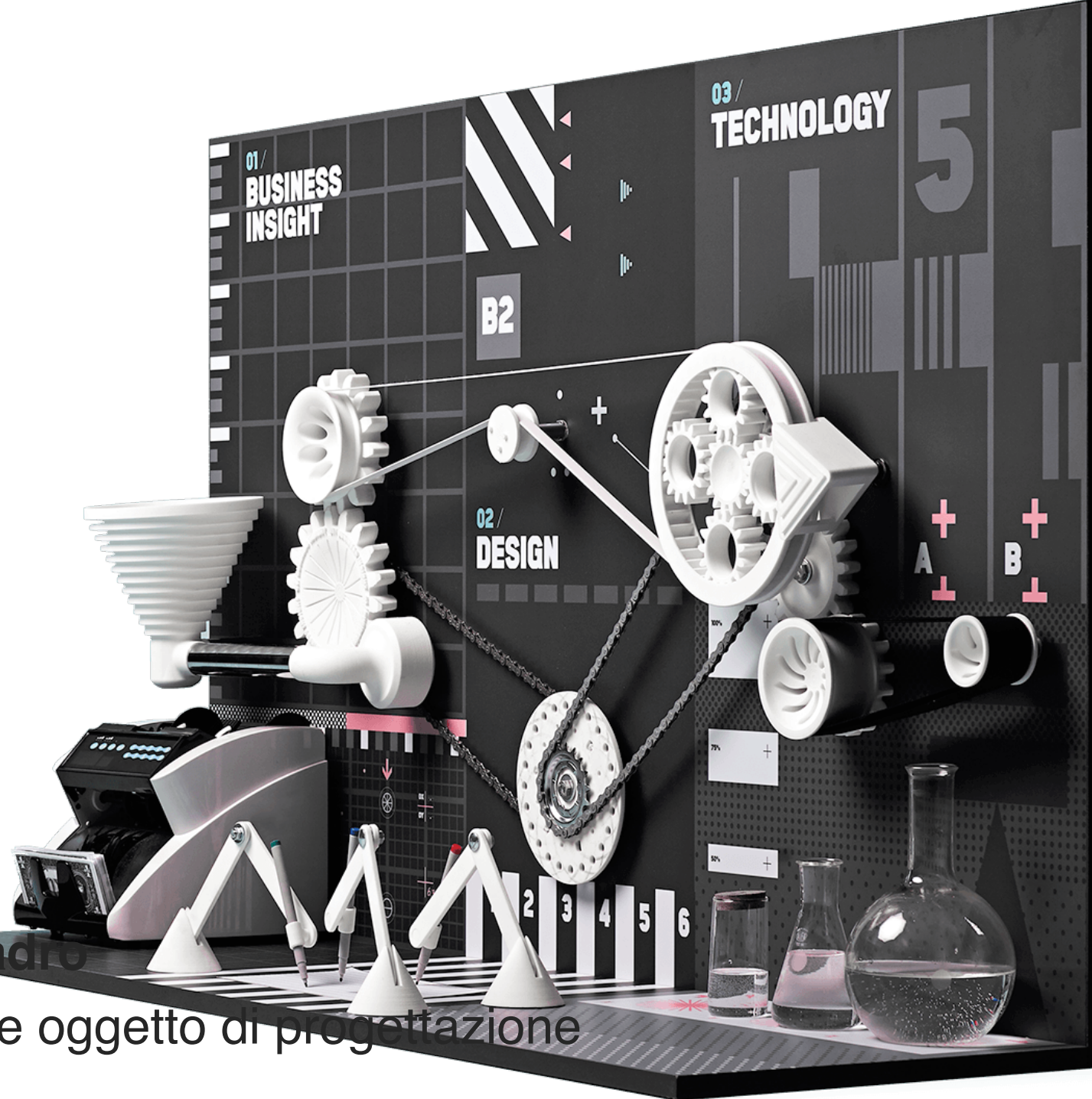
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Un nuovo quadro

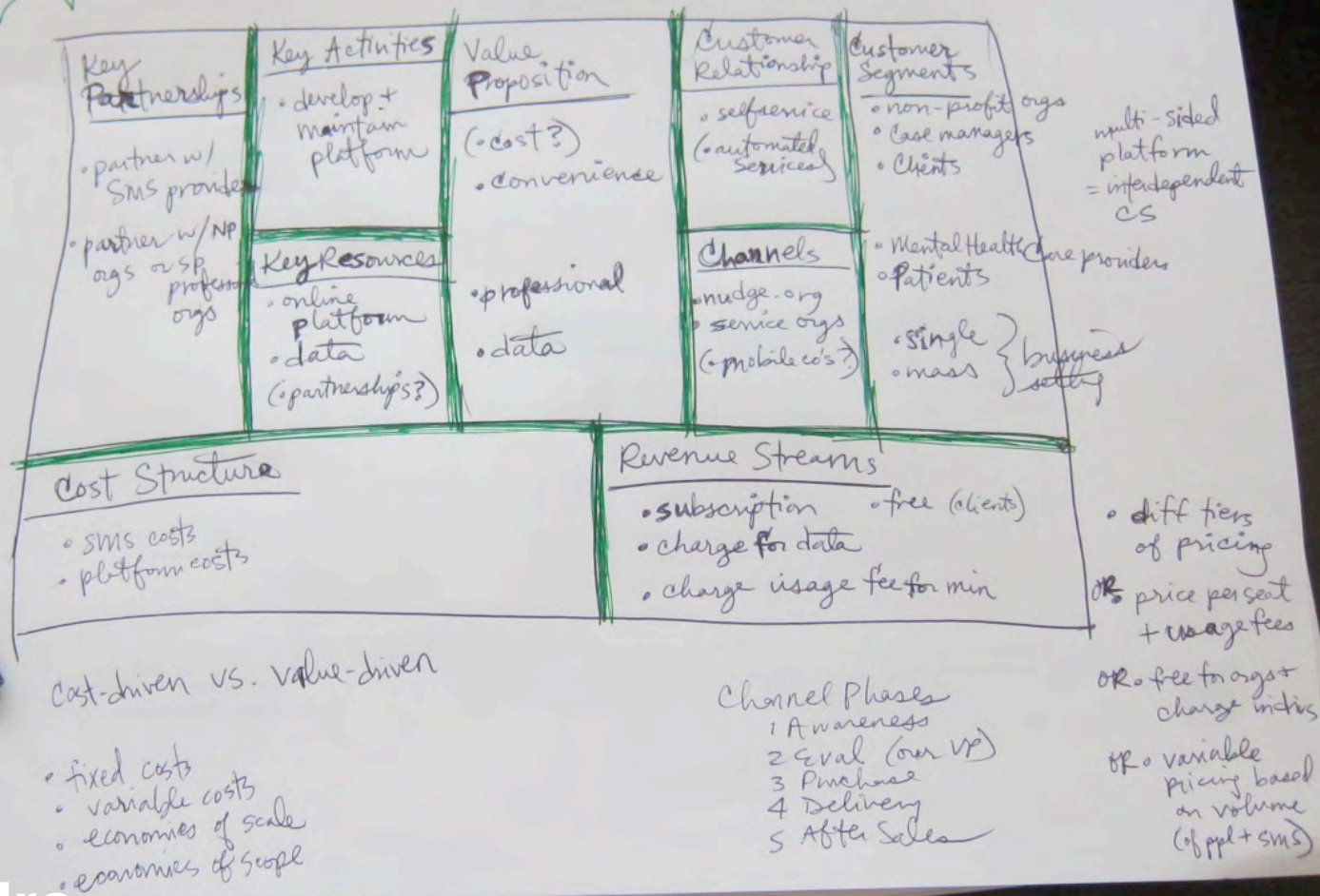
L'intersezione tra design e business

Un nuovo quadro
L'impresa come oggetto di progettazione



nudge

FREE →
- Ads
- Freemium
- Brit & Hook



Un nuovo quadro

L'impresa come oggetto di progettazione

Figure 4: Job Creation and Loss by Firm Age
(Average per year, by year-group, 1992–2006)



Source: Business Dynamics Statistics, Tim Kane

Un nuovo quadro

Le nuove imprese e la creazione di posti di lavoro

WELCOME HOME

Rent unique places to stay from local hosts in 190 countries.

How it works



The Story Behind the New Airbnb

We have a new look, and we're excited to share why. Find out how Airbnb experiences from around the world inspired our new design.



Un nuovo quadro

Le design-driven startup



The Magic Bus Stop: Test short with EX1/ Shoot 35 SGBLade

from Philip Bloom



LIKE

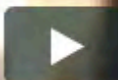


SHARE

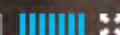


EMBED

HD
IS ON



02:25



Description

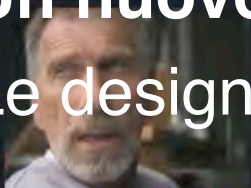
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84 comments

Browse all 741 videos

Un nuovo quadro

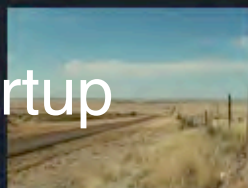
Le design-driven startup



Candy (2008) short film



City Nights



West Texas



ST. VINCENT



The Magic Bus Stop: T





Winterreise (HDR time


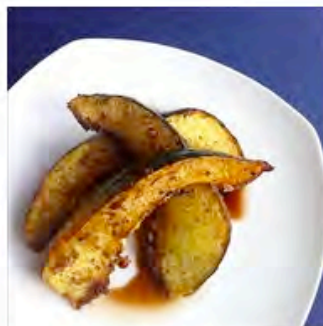


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15 weeks ago

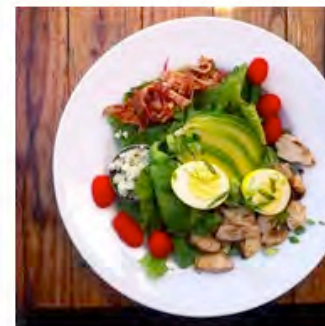
Baked pumpkin fettuccine alfredo #fall

 **Trex** onto Fall ProduceRoasted Acorn Squash /
@jchongstudio on instagram

34 likes · 88 repins

**Jennifer Chong** onto
SnapshotsPumpkin Cream Cheese Cupcake //
@jchongstudio on instagram

146 likes · 473 repins

**Jennifer Chong** onto
SnapshotsLunch at 320 Main Seal Beach /
@jchongstudio on instagram

40 likes · 1 comment · 71 repins

**Jennifer Chong** onto
Snapshots**Karen Curtis-Craney** Spent
time in Seal Beach this summer.
Love Main street!

Add a comment...



brady puryear

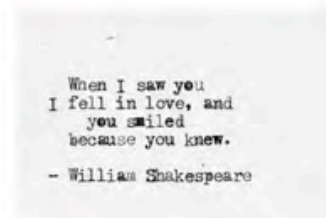
Peacock styled wedding! Click here to
see more..... www.bradypuryearb...

137 likes · 3 comments · 236 repins

**Brady Puryear** onto Wedding**Lori Menhusen** This is SO.

Quince / Dietlind Wolf

40 likes · 54 repins

**Jennifer Chong** via Bakers
Royale onto Food Style . Dark

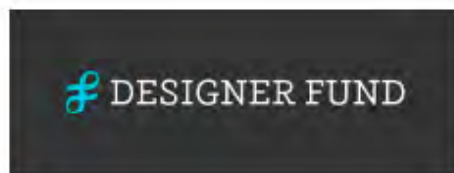
1 repin

**Gabby Maier** via Monica
Efman onto Quotes.starting at age 3, every year on their
birthday you ask the same questions

Lady Behind The Curtain

Un nuovo quadro
Le design-driven startup

<http://pinterest.com/pin/46654546110492598/>



Un nuovo quadro

Gli incubatori e acceleratori di design-driven startups

This is the story

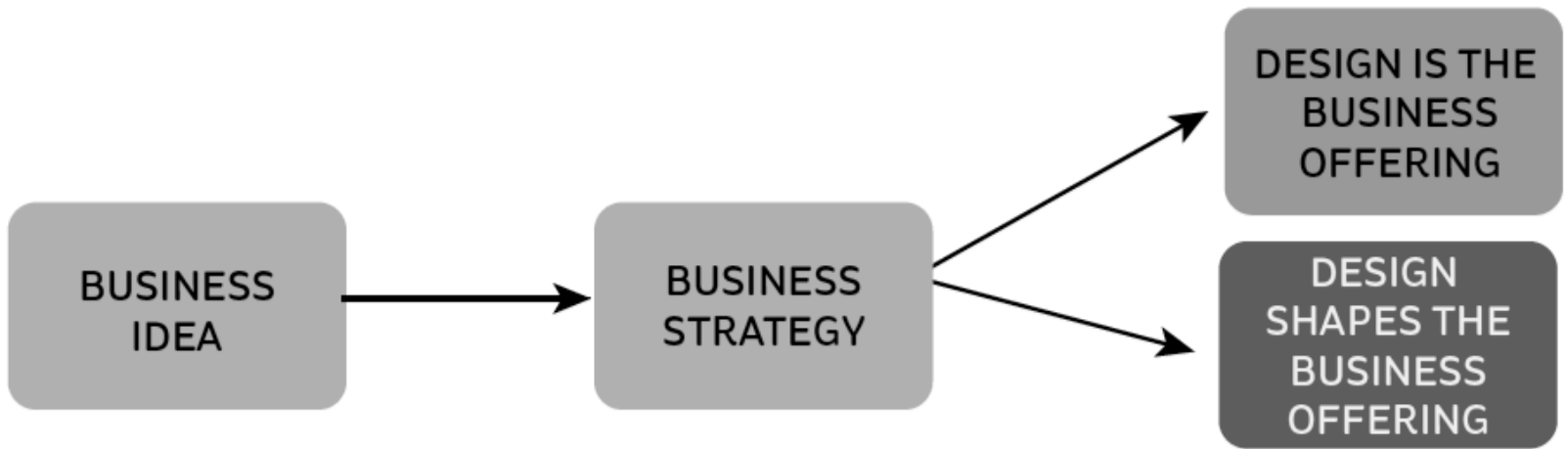
funded
with

**KICK
STARTER**

Un nuovo quadro
Le piattaforme di crowdfunding

Il laboratorio di sintesi
finale:
design your business

1



2



3



Design your business

L'ipotesi di fondo

1



2



3

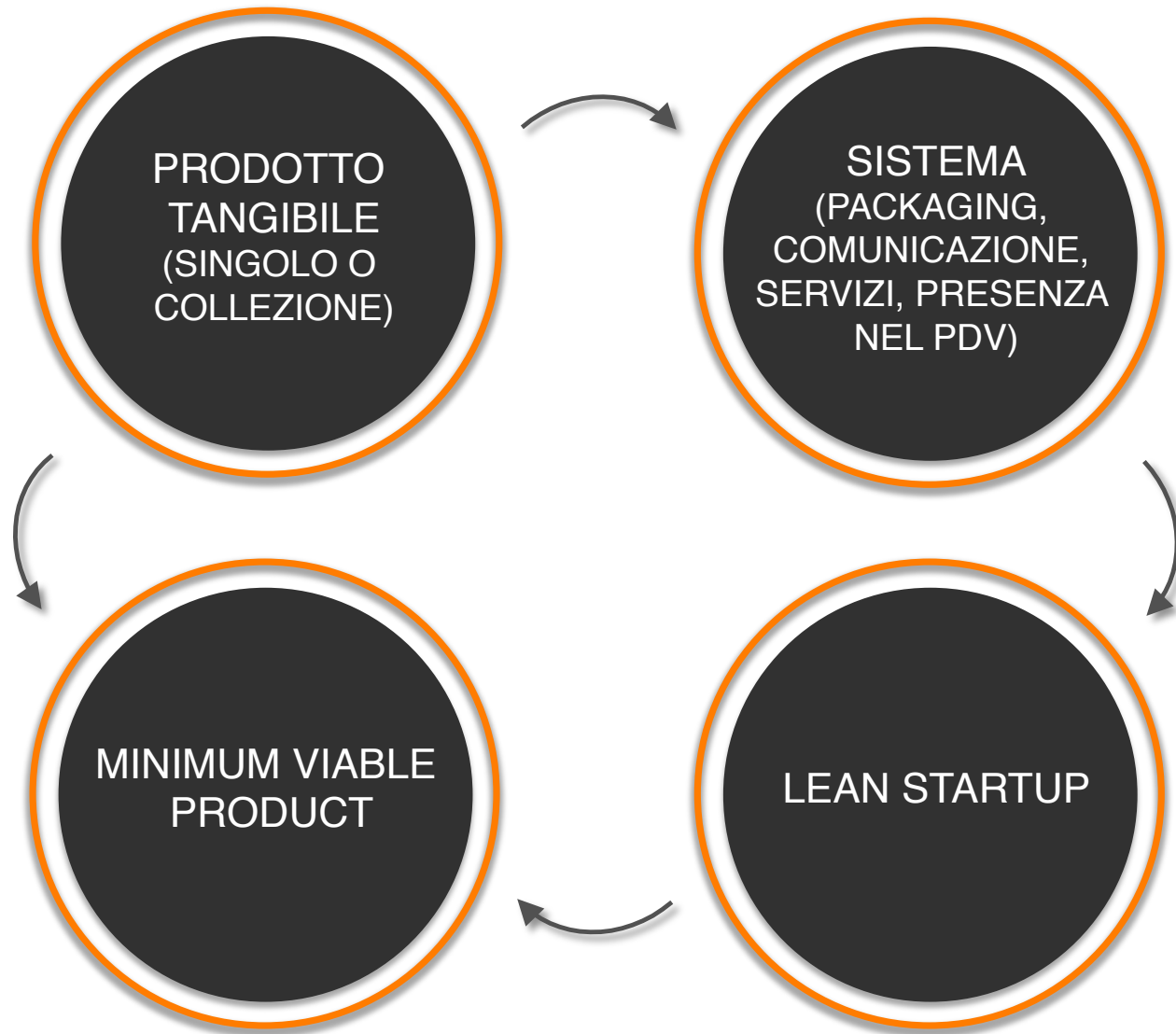


Business Strategy



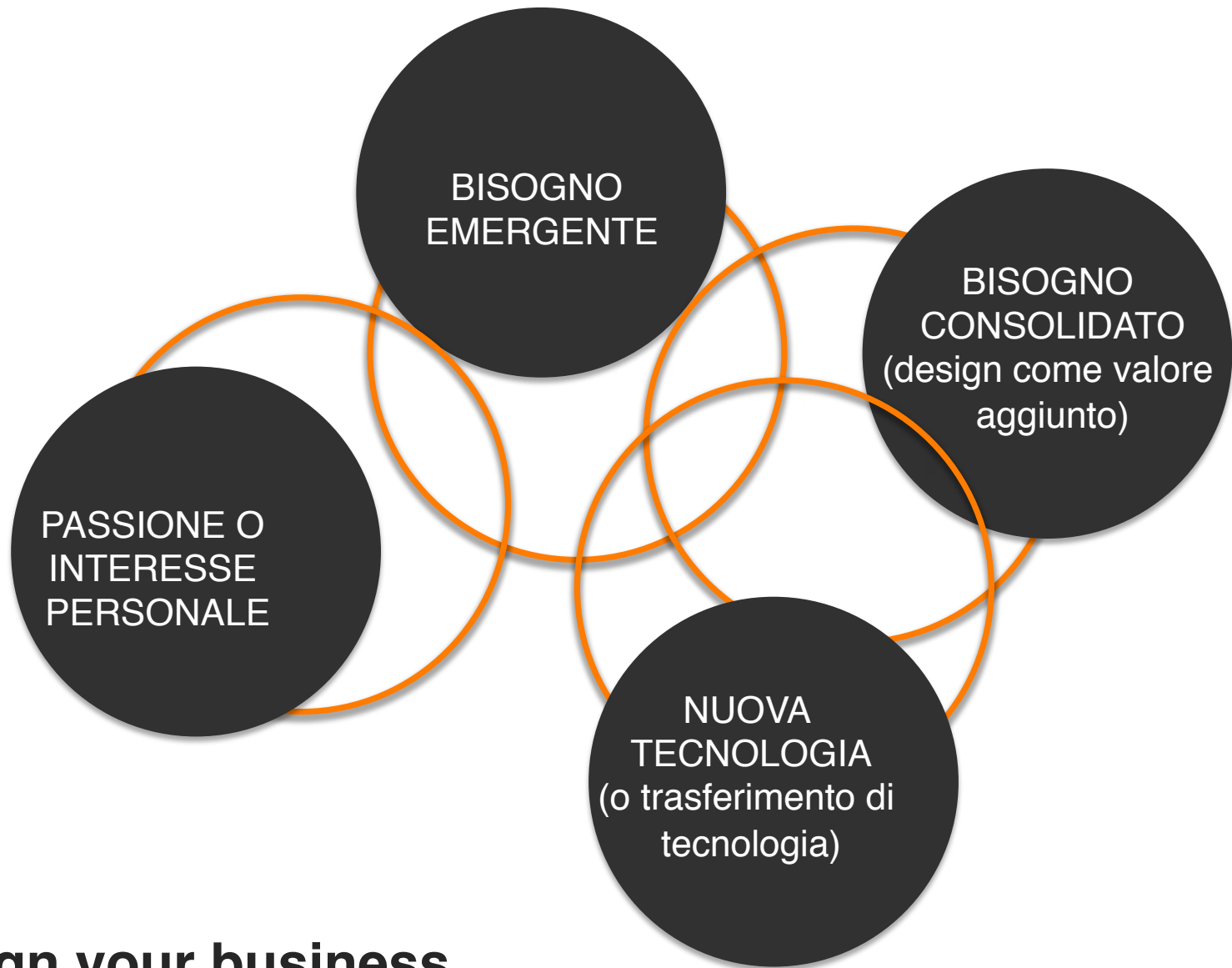
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Tema di progetto



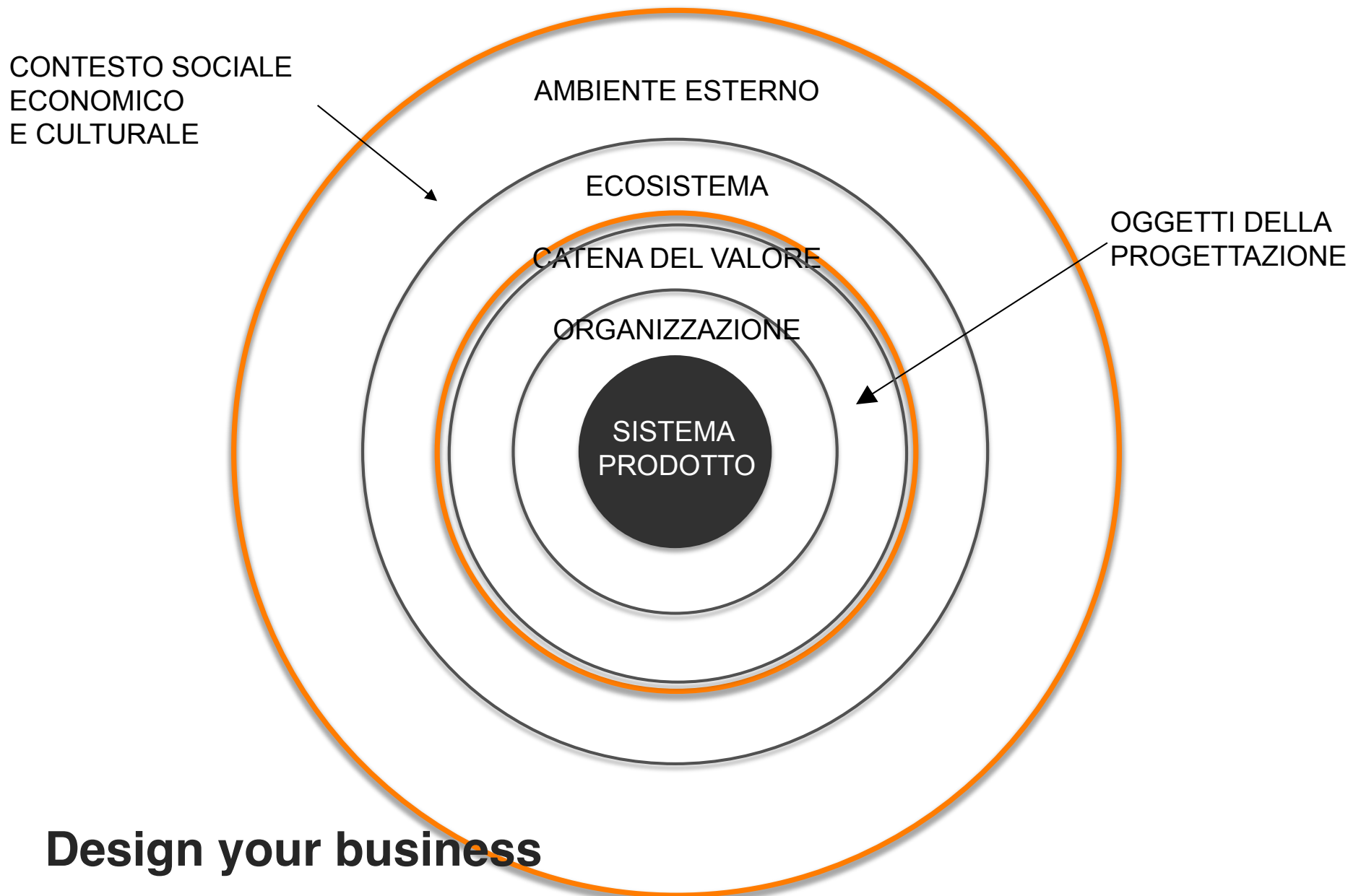
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Tema di progetto



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Punti di partenza



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Contesto e oggetti della progettazione



Design your business

Obiettivi formativi



Design your business

Obiettivi formativi

Struttura e organizzazione del corso

| | |
|---|----------|
| 1. Definizione dell'idea di prodotto e concept design | Ottobre |
| 2. Sviluppo del sistema-prodotto e del business case | Novembre |
| 3. Sviluppo esecutivo del prodotto | Dicembre |
| 4. Prototipazione, assessment e presentazione finale | Gennaio |

Struttura e organizzazione del corso

Moduli didattici e attività

MODULO CONTENUTI

MODULO SEMINARI

MODULO ESERCITAZIONE

Obiettivi

- > Introduzione alle tematiche del corso
- > Introduzione agli strumenti operativi

- > Racconto di casi
- > Introduzione a settori e tematiche progettuali

- > Pratica progettuale e apprendimento attraverso l'uso degli strumenti

Tipo di attività

- > Lezioni

- > Interventi seminariali di ospiti esterni

- > Studio work (attività di progetto e presentazioni intermedie)

Struttura e organizzazione del corso

Moduli didattici e tipologie di attività

Casi



Studioneat. The glif



Studioneat. The glif



Studioneat. The glif



Studioneat. The glif



Studioneat. The glif



Studioneat. The glif



Studioneat. The glif



Ogosport. Ogodisk



Ogosport. Ogodisk





Ogosport. Ogodisk



Ogosport. Ogodisk



Ogosport. Ogodisk



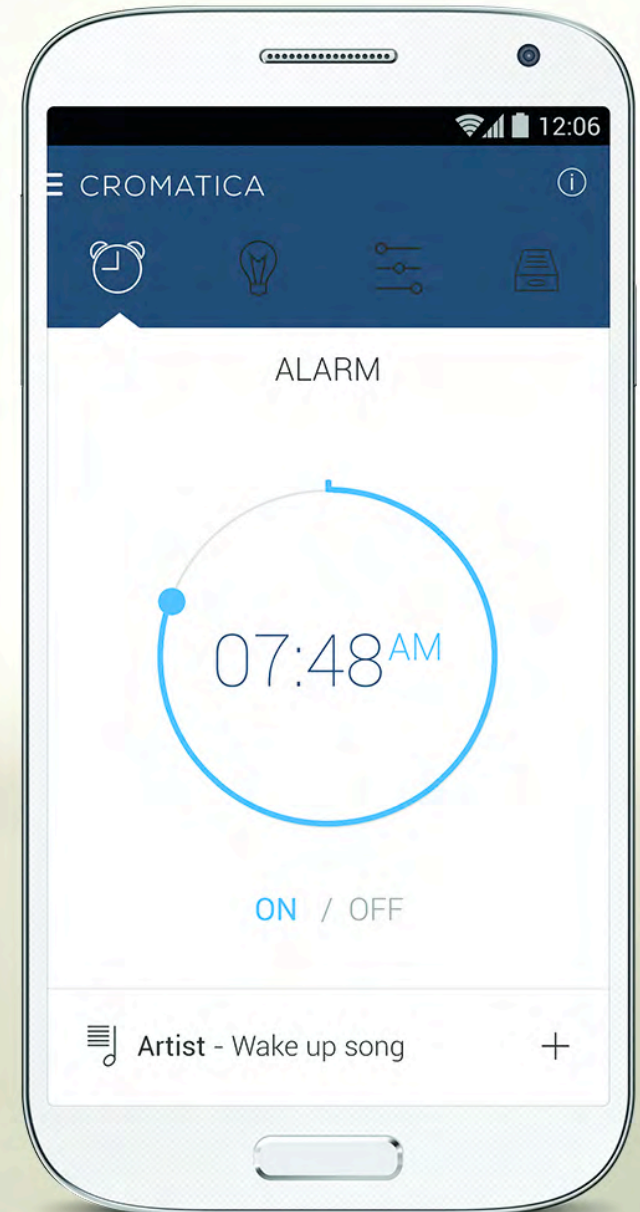
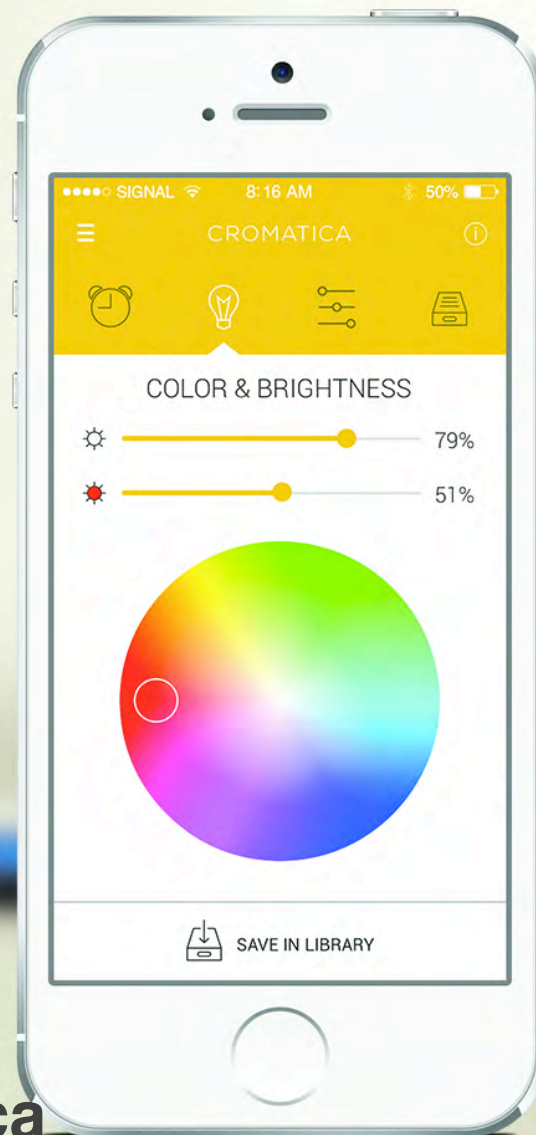
Habits. Cromatica



Habits. Cromatica



Habits. Cromatica





Vincenzo Vinci e Alex Chai. Grado



Vincenzo Vinci e Alex Chai. Grado



Vincenzo Vinci e Alex Chai. Grado



Vincenzo Vinci e Alex Chai. Grado