

# 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



**Design e imprenditoria**  
La storia, i personaggi, gli aneddoti



**Design e imprenditoria**

La storia, i personaggi, gli aneddoti

A black and white portrait of Steve Jobs. He is smiling warmly at the camera, wearing his signature round-rimmed glasses and a dark denim jacket over a light-colored shirt. A delicate, white floral wreath is draped over his head, with flowers visible in the upper left and upper right corners of the frame. The background is a soft, out-of-focus grey.

**Design e imprenditoria**  
La storia, i personaggi, gli aneddoti



**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



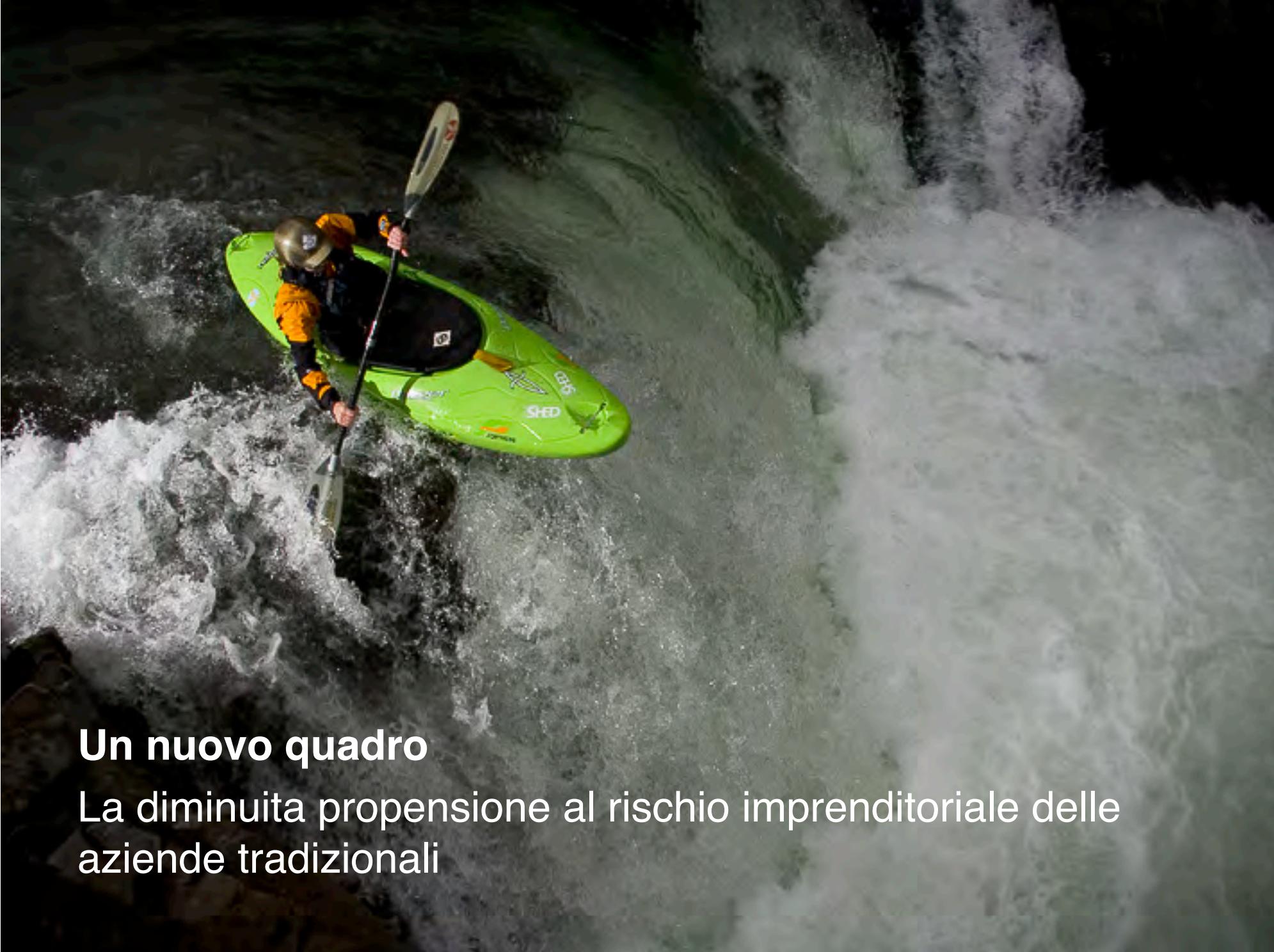
**One off e produzione privata**  
A cavallo tra arte, artigianato e design

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



# 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.

**Un nuovo quadro**

BY BRUCE NUSSBAUM

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**

**Roger Martin, Dean**

L'intersezione tra design e business

Rotman School of Management  
University of Toronto

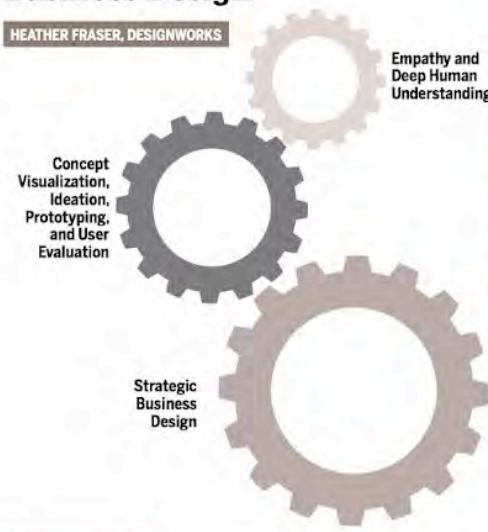
# The Design Discussion.

## 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



12 DMI SUMMER 2013

## Un nuovo quadro

L'intersezione tra design e business

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?

CRAIG M. VOGEL UC

The appropriate blend of qualitative and quantitative thinking with the goal to produce positive change that responds to the needs of consumers

Produces Comprehensive Visualizations of Future Alternatives allowing for interaction and feedback from stakeholders early in the process

Reduces the potential for unintended consequences

Helps companies and culture evolve thoughtfully blending continuity and change

It is inherently interdisciplinary

# Design Thinking Principles

LIEDTKA &amp; OGILVIE

empathy  
invention  
iteration

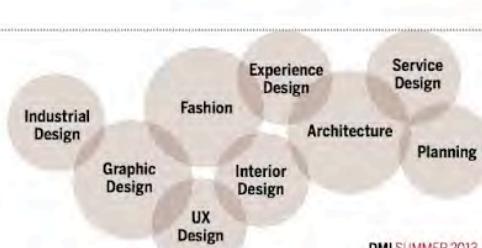
What is?  
What if?  
What wows?  
What works?

### Big D and Little ds

**D=**

Strategy  
System  
Service

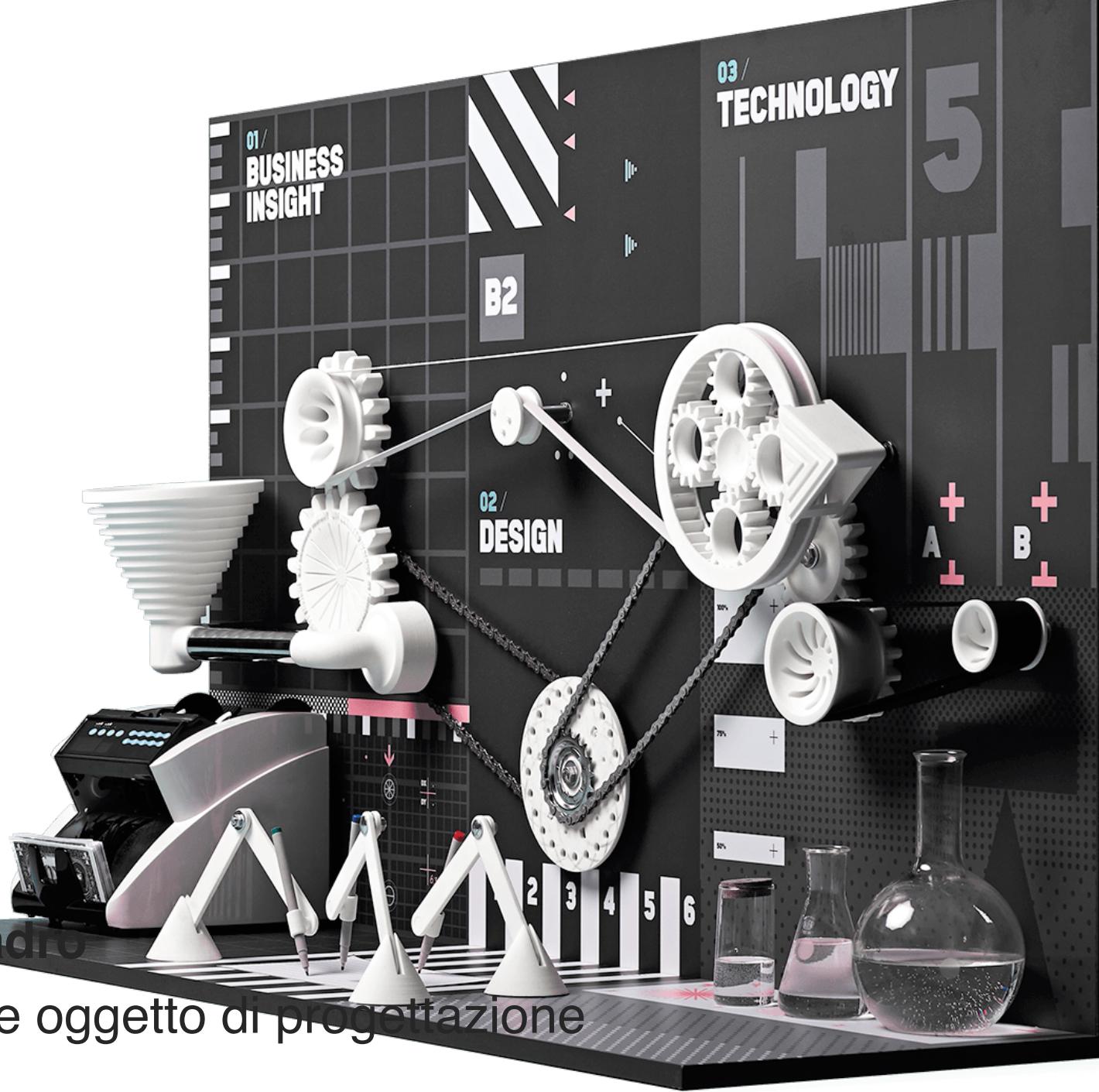
**d=**



DMI SUMMER 2013 13

Un nuovo quadro

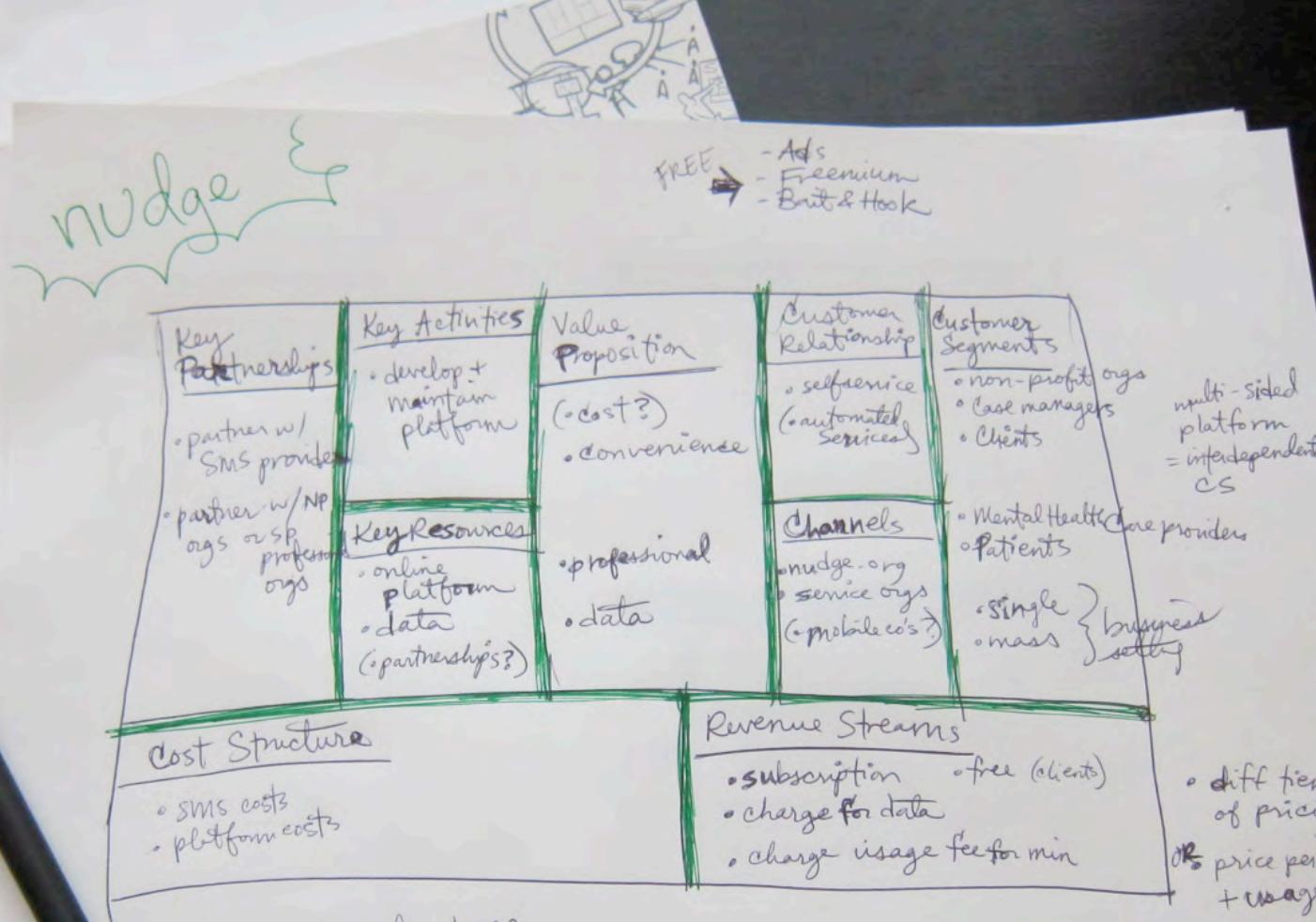
L'impresa come oggetto di progettazione



You're holding a handbook and challengers striving and design tomorrow's

**Business Model Generation**

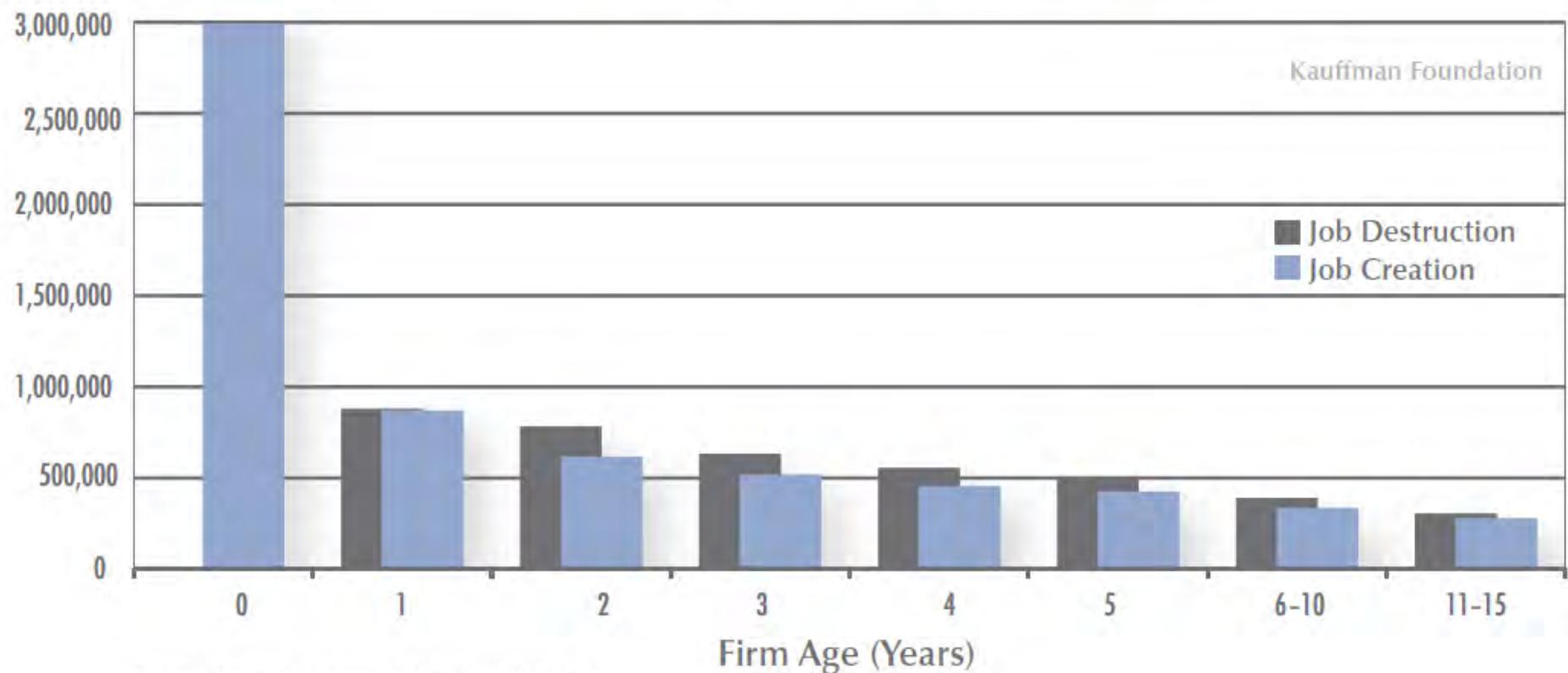
WRITTEN BY  
Alexander Osterwalder  
CO-CREATED  
An amazing crowd of 470+  
DESIGNED BY  
Alan Smith, The Moveme



## 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)



## 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

Where do you want to go?

Check In

Check Out

1 Guest

Search

## 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

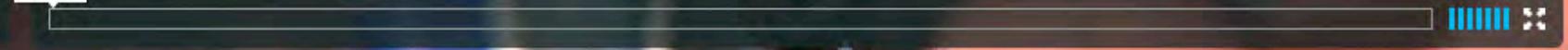


## The Magic Bus Stop: Test short with EX1/ Shoot 35 SGBlade

from Philip Bloom

LIKE  
SHARE  
EMBED  
HD  
IS ON

02:25



Description

156 likes

84 comments

Browse all 741 videos

## Un nuovo quadro

Le design-driven startup

Candy (2008) short film

by Philip Bloom



City Nights

by Philip Bloom



West Texas

by Philip Bloom



ST. VINCENT

by Philip Bloom



The Magic Bus Stop: T

by Philip Bloom



Winterreise (HDR time

lapse) by Michael Bier



## Recent Activity

Get Fit Get Life repinned your pin.  
3 weeks ago

melissa Addleman and 13 others repinned your pin.  
8 weeks ago

Denise Fortin and 1 other liked your pin.  
8 weeks ago

Kyleigh Haro repinned your pin.  
11 weeks ago

Stephanie Bucher and 2 others liked your pin.  
12 weeks ago

Iris Dawn and 3 others repinned your pin.  
12 weeks ago

Lupita Obannon and 2 others repinned your pin.  
14 weeks ago

Pamela Smithson repinned your pin.  
15 weeks ago

Saundra Ridgle and 3 others repinned your pin.  
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Baked pumpkin fettuccine alfredo #fall

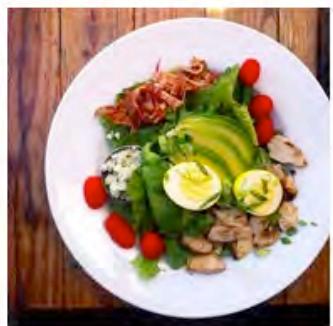
Trex onto Fall Produce

Roasted Acorn Squash /  
@jchongstudio on instagram

34 likes 88 repins

Pumpkin Cream Cheese Cupcake //  
@jchongstudio on instagram

146 likes 473 repins

Lunch at 320 Main Seal Beach /  
@jchongstudio on instagram

40 likes 1 comment 71 repins



bradypuryear

Peacock styled wedding! Click here to  
see more.... [www.bradypuryear.com](http://www.bradypuryear.com)

137 likes 3 comments 236 repins

Brady Puryear onto Wedding  
INSPIRATION

Lori Menhusen This is SO.  
EASY.

**TAKE  
Un nuovo quadro  
NEED.  
Le design-driven startup**

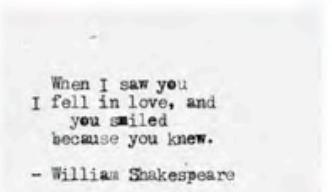
<https://pinterest.com/pin/46654546110492598/>



Quince / Dietlind Wolf

40 likes 54 repins

Jennifer Chong via Bakers  
Royale onto Food Style . Dark



- William Shakespeare

1 repin

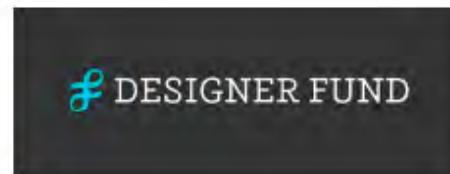
Gabby Maier via Monica  
Efman onto Quotes



starting at age 3, every year on their  
birthday you ask the same questions



Lady Behind The Curtain



## Un nuovo quadro

Gli incubatori e acceleratori di design-driven startups



This is the story

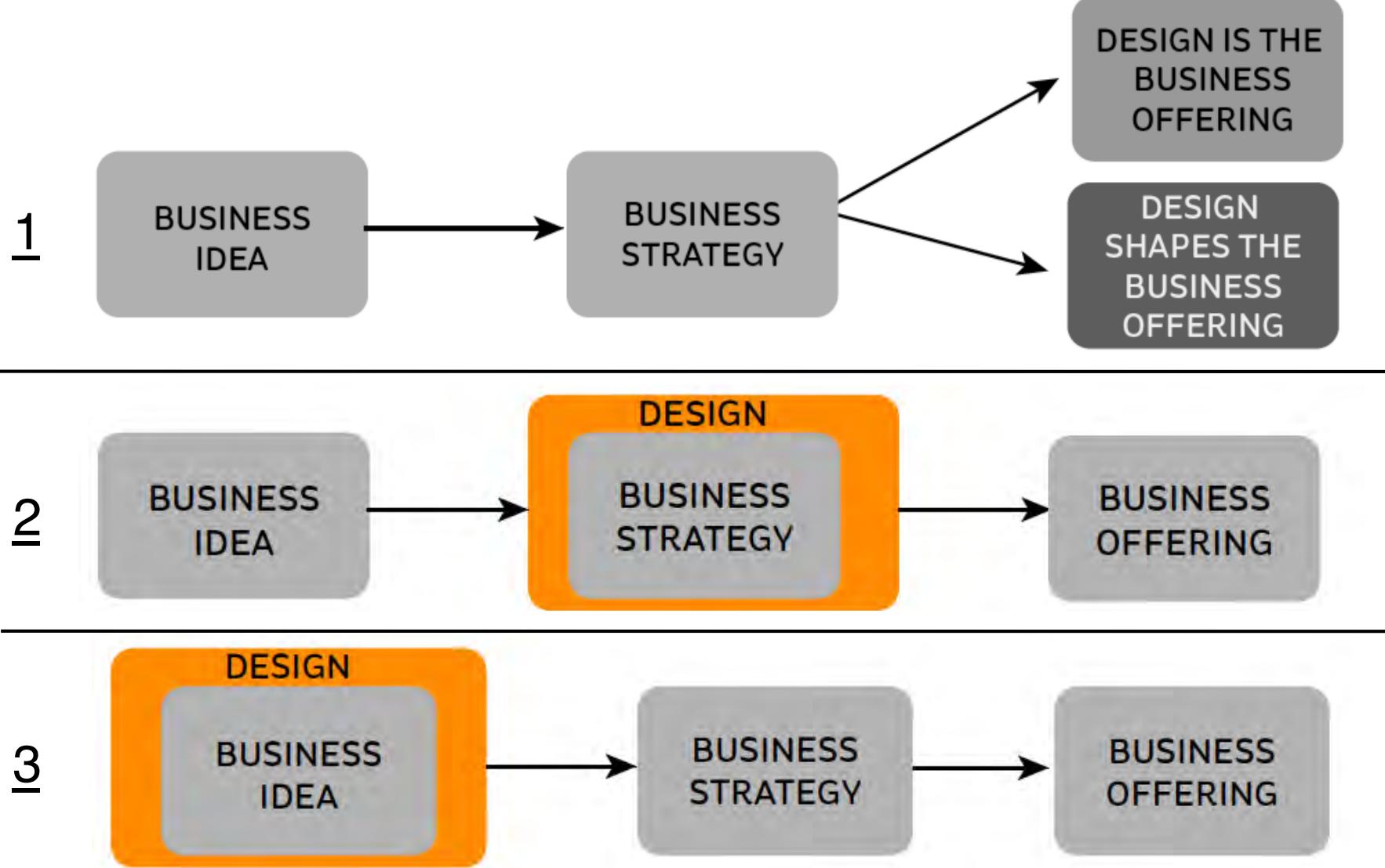
funded  
with

**KICK  
STARTER**

Un nuovo quadro

Le piattaforme di crowdfunding

Il laboratorio di sintesi  
finale:  
design your business



## Design your business

L'ipotesi di fondo

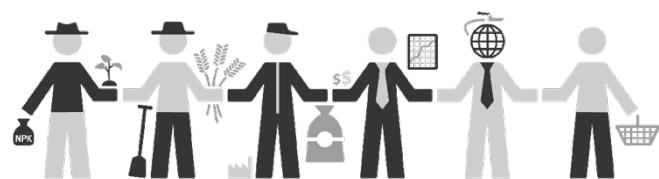
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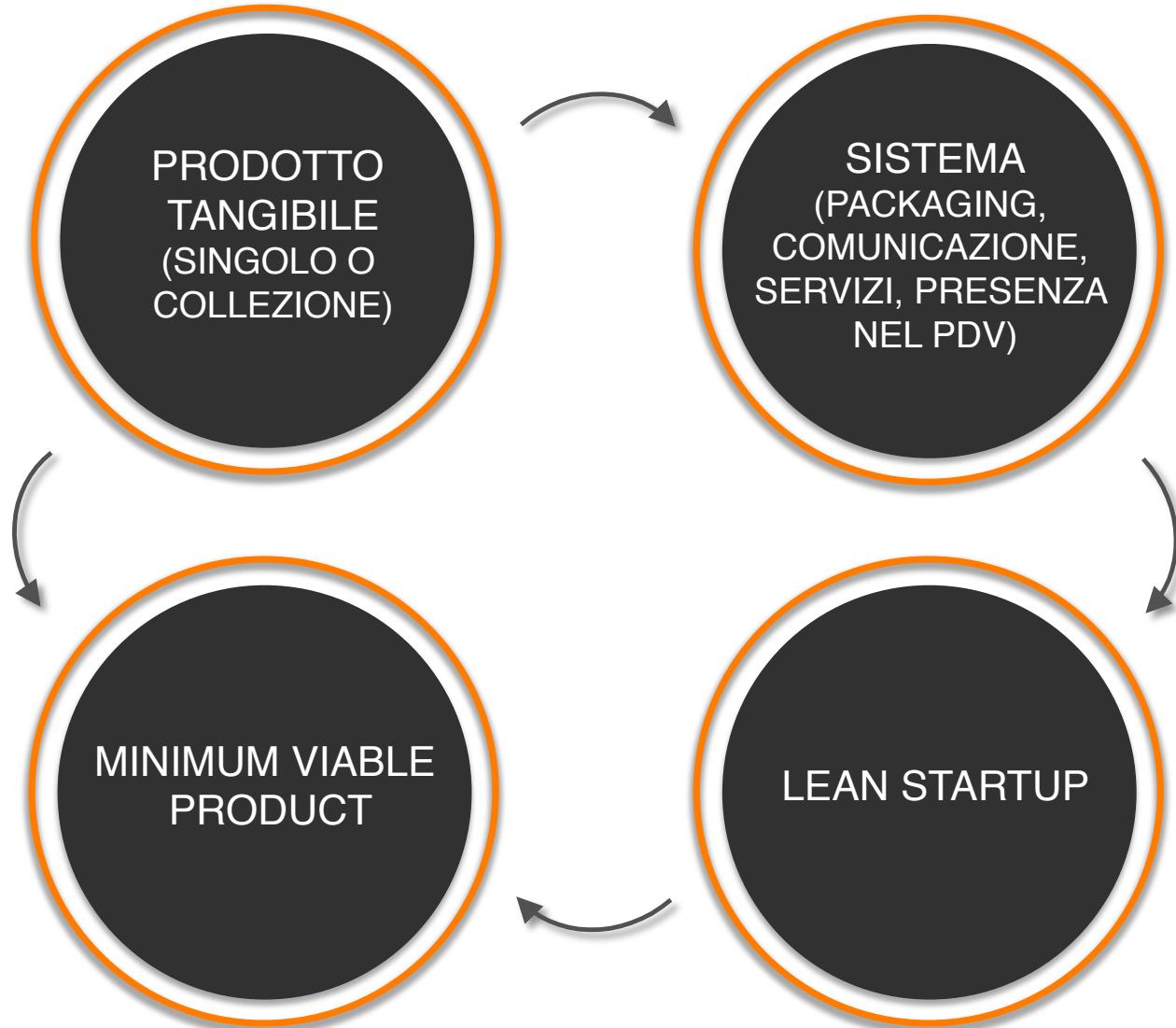


Business Strategy



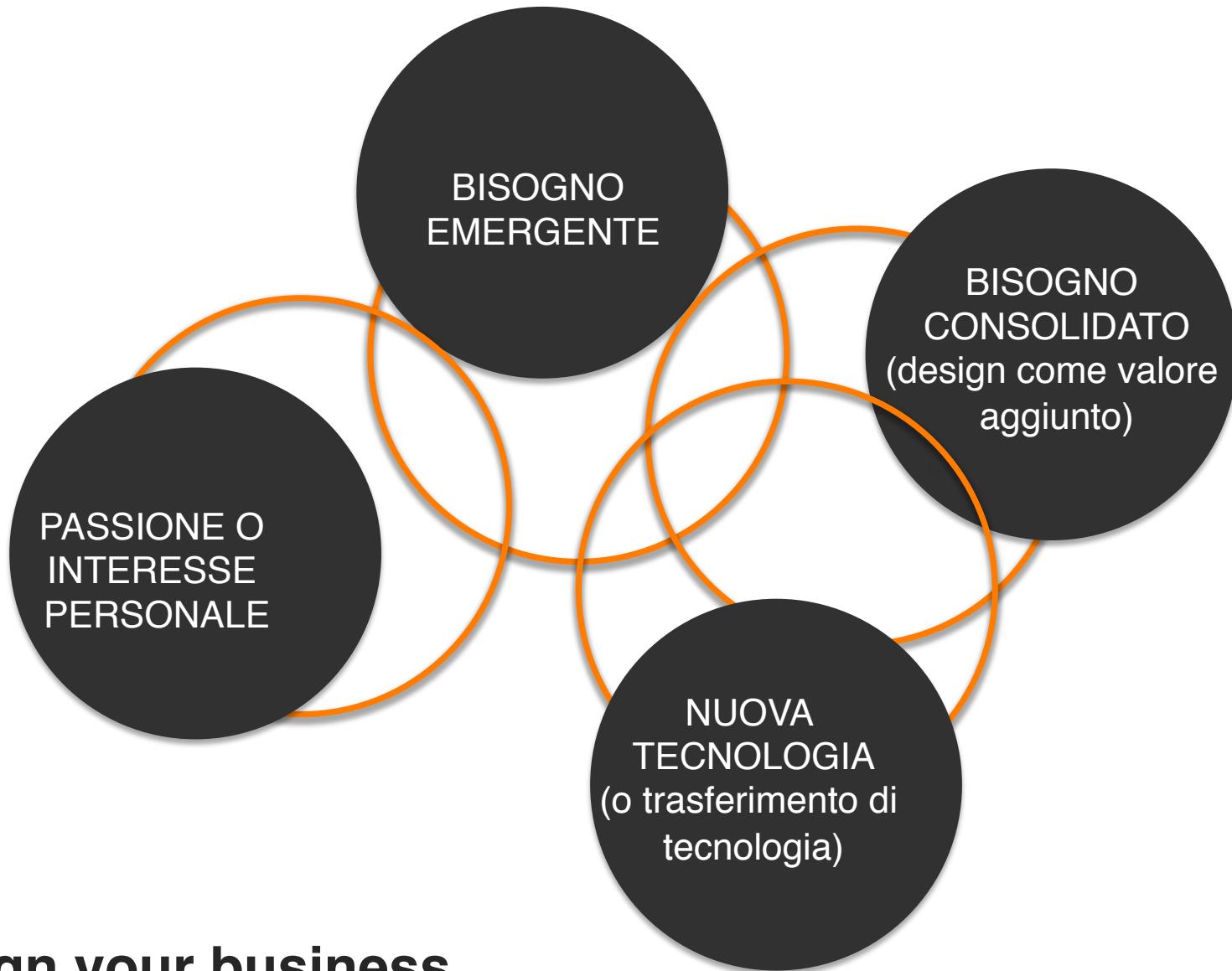
# Design your business

## Tema di progetto



**Design your business**

Tema di progetto



**Design your business**

Punti di partenza



**Design your business**

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	<ul style="list-style-type: none"> <li>&gt; Introduzione alle tematiche del corso</li> <li>&gt; Introduzione agli strumenti operativi</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Racconto di casi</li> <li>&gt; Introduzione a settori e tematiche progettuali</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Pratica progettuale e apprendimento attraverso l'uso degli strumenti</li> </ul>
Tipo di attività	<ul style="list-style-type: none"> <li>&gt; Lezioni</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Interventi seminariali di ospiti esterni</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Studio work (attività di progetto e presentazioni intermedie)</li> </ul>

## Struttura e organizzazione del corso

Moduli didattici e tipologie di attività

Casi



**Studio**neat. The **glif**



**Studio**eat. The glif



Studio **one** at. The glif



Studioeat. The glif



Studio **neat.** The **glif**



**Studioeat. The glif**



**Studioeat. The glif**



Ogosport. Ogodisk



Ogosport. Ogodisk



# Ogosport. Ogodisk



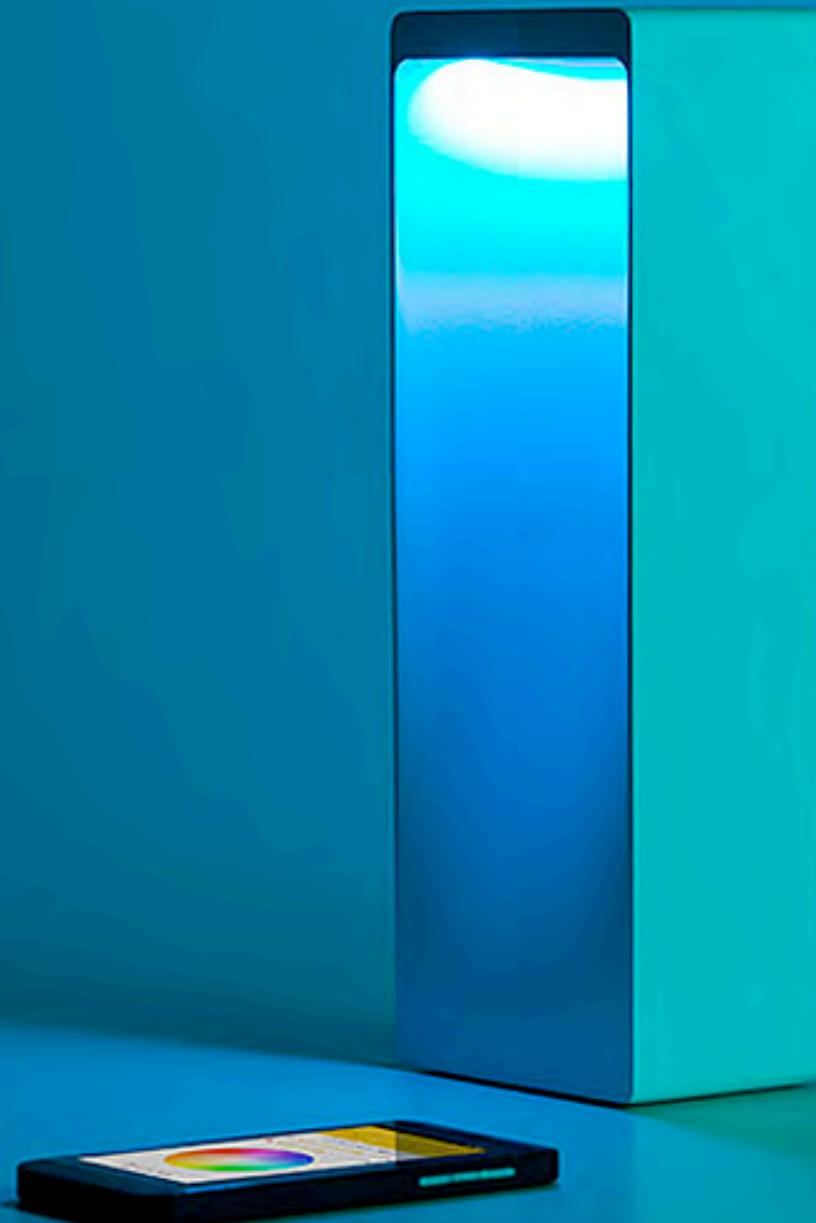
# Ogosport. Ogodisk



**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**