

GLOBETROTTERS

Innovative methods to boost women
entrepreneurs international visibility

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Design thinking

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4 Stages of Design Thinking



CLARIFY

- Make concrete observations about users.
- Reframe the problem to gain deeper insight into users needs.



IDEATE

- Identify design principles to guide ideation.
- Overcome cognitive fixedness to generate innovative ideas that fulfill the users needs identified in research.



DEVELOP

- Combine ideas into concepts by critiquing possible solutions.
- Prototype quickly and purposefully to answer critical questions about concepts' viability.



IMPLEMENT

- Apply principles of effective communication when describing innovation's value to stakeholders.
- Reflect on innovation management strategies.

4 Stages of Design Thinking

CLARIFY

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DEVELOP

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IDEATE

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Design Thinking Process using Manual Thinking Toolkit

Module 1: Think and build together

We start practicing with the tool by creating a removable mind map. This helps to know the most generic possibilities of the material and its essential use: The creation of a common document that collects the thoughts of all those involved.

Module 2: Promote exploratory work

In each profession we are influenced by the general culture that surrounds us. To find more innovative solutions in our professional areas, we need to break with our habitual thinking so as not to fall into the obvious. With the help of the Manual Thinking Box inspiration wall, we learn how we can all come up with surprising solutions with few resources.



Design Thinking Process using Manual Thinking Toolkit

Module 3: Think before doing

The realization of any idea always entails economic and ecological costs.

For this reason, we believe that it is not good to fall in love with a first idea, but to generate many ideas in order to be able to compare them with each other and choose the best choice. We discard the others when they are still cheap: on paper and without large investments. In this module we apply some exercises with which we can generate many ideas in a short time.

Module 4: Carry out positive and dynamic work

Without organization, teamwork creativity can be chaotic. Once a large number of ideas have been generated, how can we process them and choose the good ones without creating conflicts or disappointments among those involved? We apply two ways to give order and priority to creativity.



Design Thinking Process using Manual Thinking Toolkit

Module 5: Give value to exploratory work

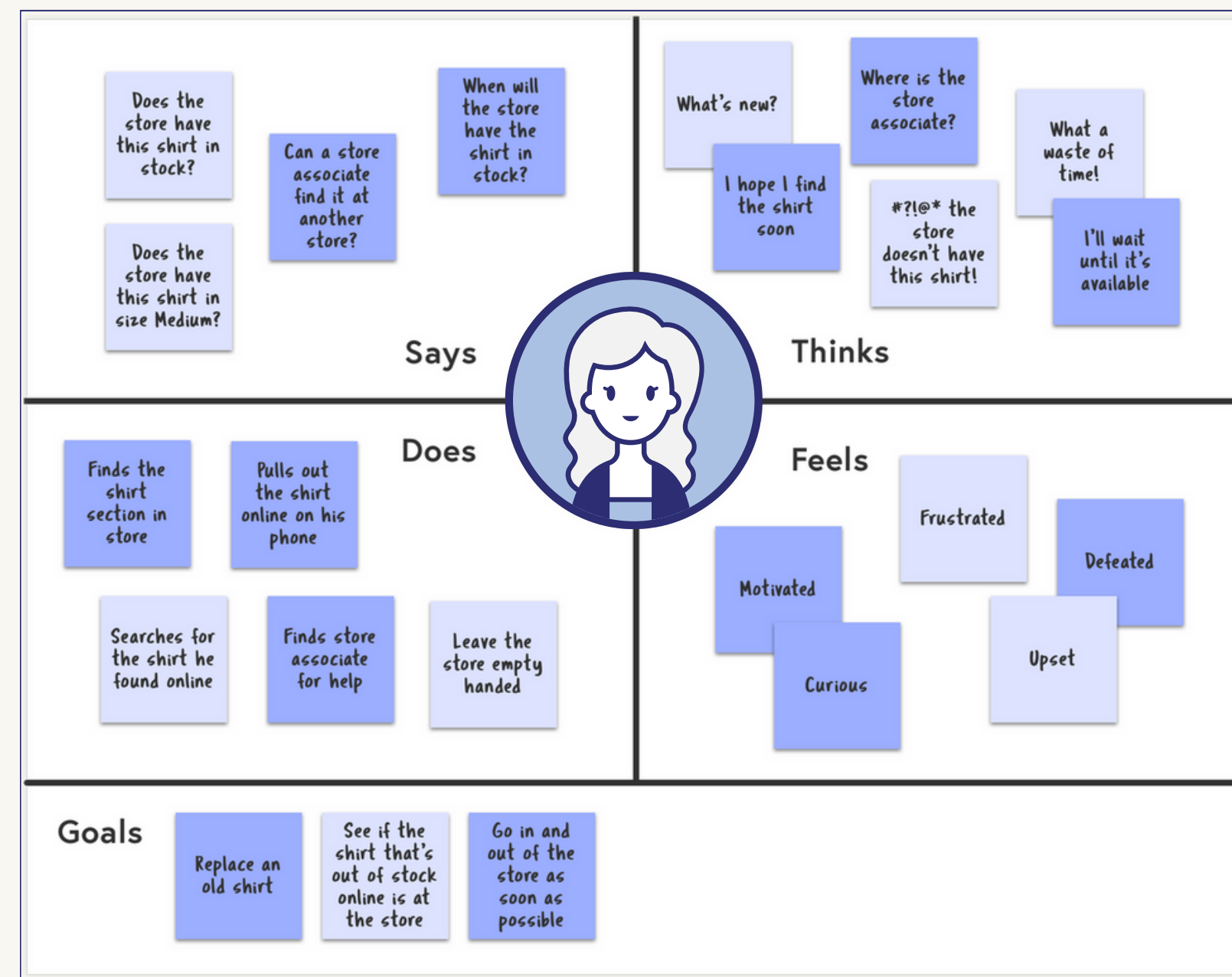
The Manual Thinking tool makes methodical teamwork simpler and more enjoyable, always resulting in a visual, legible and easy-to-file document.

In the last module we learn how we can integrate the tool into our day-to-day life through some basic uses. We conclude with a search for uses that each participant can give to the tool in their own environment.



Map Breakdown Organization

Breaking down is an essential activity, both in creativity and organization. By breaking down an object or a theme, we get to understand it better, and we obtain many possibilities for variation. Therefore, we start this module with the creation of a breakdown map of a known product.



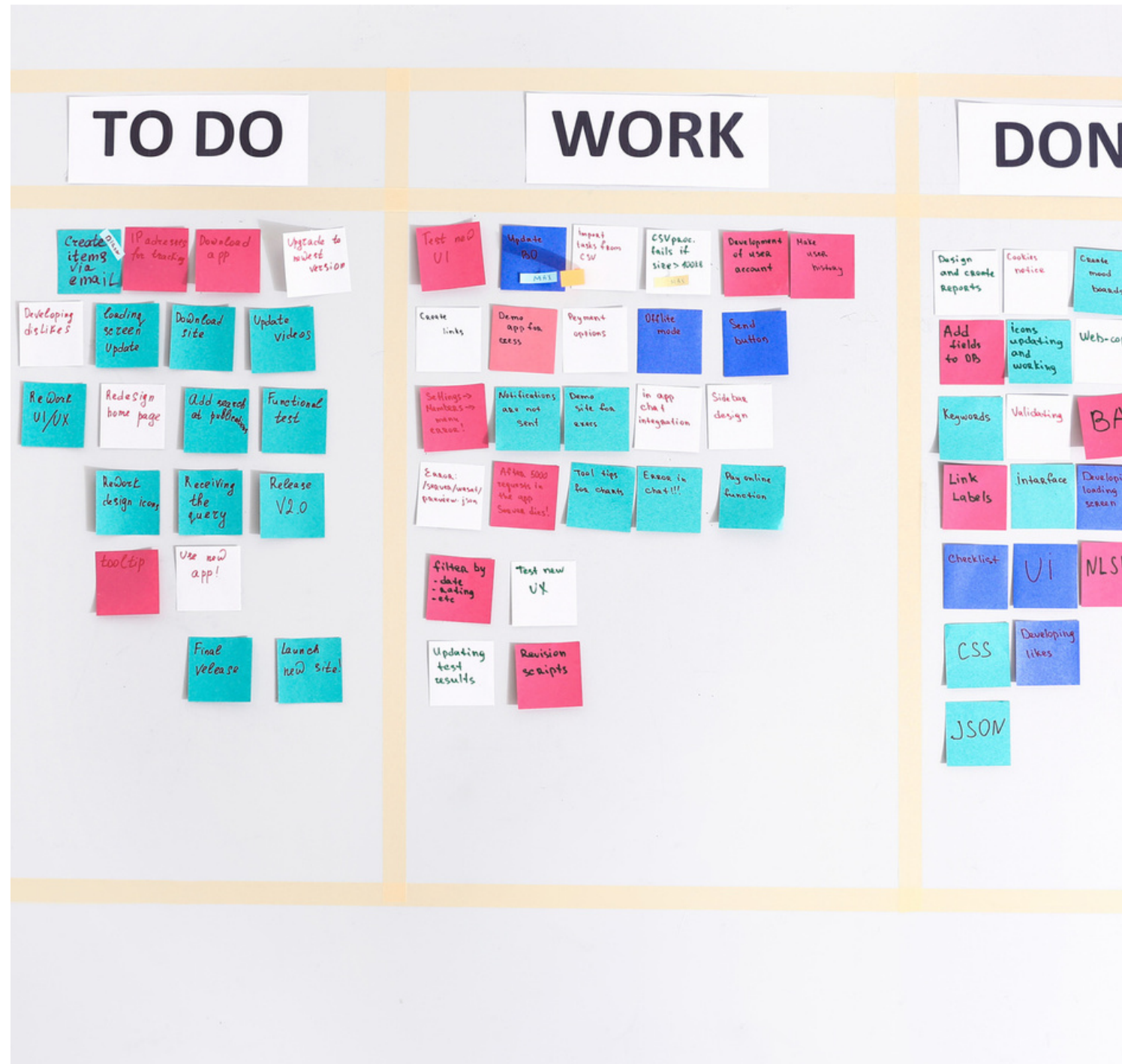
Stimuli Box

Using a break-down and association template, we were inspired by an arbitrarily chosen object from the Manual Thinking Box wall, to come up with new ideas for our search area.



Prioritize

From a task extraction of the respective companies, we show several possibilities to prioritize these tasks, by time, urgency and/or importance. The resulting maps maintain their flexible nature, so that the order of the tasks can be changed, or they can be removed when they have been completed.



TEAMS

PRESENTARION





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