



**All jobs contain design  
Design contains all jobs**

PLAYING WITH DESIGN



# Design thinking

Design thinking is a method to solve problems creatively, starting from what people experience, what they're looking for and what they express.

## THE STAGES

### 1. Diving into the scenario

I dive into the scenario to examine it and everything it suggests and offers: resources, information, people. I understand what my problem is, and I see my goal.

#### *What are the jobs in this stage?*

Guidebook author – Entomologist – Philosopher – Photo-journalist – Make-up artist – Football coach

### 2. Gathering, from data to moods

I listen to and observe the people involved with an open mind, as a beginner: behaviours, experiences, feelings, habits, expectations.

#### *What are the jobs in this stage?*

Diplomat – Gardener – Detective – Warehouse-keeper – Spy

### 3. Letting the ideas emerge

I see the issues that people feel most strongly about, I grasp their most important needs – and that gives rise to ideas and opportunities.

#### *What are the jobs in this stage?*

Potter – Nose – Poet – Firefighter – Embroiderer

### 4. Building the prototype

I transform ideas into things that people can see, touch or hear: maps, objects, flow-charts. Together, we decide what works and what needs some tweaks.

#### *What are the jobs in this stage?*

Baker – Support rider – Plumber – Yoga instructor – Maker – Tailor – Street artist

### 5. Telling the story of the project

Now that the project has a shape, I need to tell its story. I select the presentation that communicates the value of the ideas, the advantages and the efficacy of the solutions to the audience most effectively.

#### *What are the jobs in this stage?*

Calligrapher – Ballad singer – Chemist – Rapper – Priestess – Trapeze artist – Window dresser



# Wordpalette

The words from the wordpalette help you explore your desires and colour your professional project.

**Analysis**

**Attention**

**Authoritativeness**

**Balance**

**Beauty**

**Caution**

**Concentration**

**Coordination**

**Courage**

**Curiosity**

**Depth**

**Dexterity**

**Elegance**

**Empathy**

**Experimentation**

**Flexibility**

**Form**

**Generosity**

**Imagination**

**Improvisation**

**Interpretation**

**Method**

**Observation**

**Order**

**Perseverance**

**Precision**

**Re-use**

**Responsiveness**

**Rhythm**

**Rigour**

**Rituality**

**Sensitivity**

**Strategy**

**Surprise**

**Technique**

**Training**