



## DESIGN THINKING ET CRÉATIVITÉ

### DESIGN THINKING

Lecturers: Marie GOYON

| Lecturers : 26 | TC : 4 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

#### Objectives

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The program understands innovation and its management by a global, multidisciplinary approach linking the analytical thought and the intuitive thought. Design thinking methodology implements a process of creativity involving user's feedbacks and usages, iteration in conception and prototyping .

Students will learn how to place a problem in a global perspective (economic, technical, sociological ...) and how to transform an idea into a business. The students will use the three pillars of design thinking approach : desirability, viability and feasibility.

**Keywords :** creativity, ideation, design thinking, user empathy

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#### Programme

Introduction to design thinking theory and methods  
Creativity and ideation workshops  
Research and analysis  
Ethnography fieldwork  
Uses

#### Learning outcomes

- Be able to get an overview on a specific problem : desirability, viability, feasibility
- Work creatively and transversally
- Adopt an iterative and user centered point of view
- be able to work in an interdisciplinary context, manage an innovative project

#### Independent study

**Objectifs :** Group work  
Creativity and ideation workshops  
fieldwork

**Méthodes :** Learning by doing on the project, coaching

#### Core texts

BROWN Tim, *L'ESPRIT DESIGN: COMMENT LE DESIGN THINKING CHANGE L'ENTREPRISE ET LA STRATÉGIE*, Pearson, 2014  
ROGER Martin *DESIGN OF BUSINESS: WHY DESIGN THINKING IS THE NEXT COMPETITIVE ADVANTAGE*, Harvard Business School Press, 2009  
FOREST Joelle *CREATIVE RATIONALITY AND INNOVATION*, Wiley Blackwell, 2017

#### Assessment

Project evaluation : oral presentations and report