Keynote Speaker

Apply “Design Thinking” to Your Startup

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Abstract

“Design Thinking” is a human-centered approach to innovation. It uses interactive, empathy-driven process to generate creative solutions to complex, ill-defined, emotionally-infused, multi-dimensional business problems. A highly collaborative and multidisciplinary team rapidly go through the sevensteps cycles of define, research, ideation, prototype, choose, implement, and learn to complete the design thinking process.

Design Thinking discourages the traditional scientific way of problem-solving by analysis, while encourages designers/architects practice of problem solve by synthesis. The process is used in many leading innovative organizations in Silicon Valley, notably Stanford University, Apple Computer, IDEO Design and California State University Monterey Bay.

Many startups use the design thinking to generate successful products that fulfill the both user’s practical and emotional needs. The design thinking process is a good fit for startup since it epitomizes the mindset of “there is no such thing as failures, just learning that lead to success.” The process puts the user as the focal point of product creation, and it embraces empathy, diversity, and ambiguity, as well as recognizing the importance of multidisciplinary teams. The process reflects ideas that stem from well-known design principles and best innovation practices, but the design thinking incorporate them into a coherent and repeatable process.

It is essential for the innovative entrepreneurs to understand and practice design thinking, which might be the most effective way to generate market-winning products. Dr. Eric Tao will give an overview of design thinking, provide examples of how it is used in startups. He will also lead a short workshop so the participants can experience the basics of design thinking process during the session. Additionally, Dr. Tao will provide a comparison between the innovation strategies applied in the western and the eastern culture, which leads to a set of recommendations that both sides can learn each other.