HOW TO GET IN TOUCH WITH DESIGN THINKING

SOME RECOMMENDATIONS FOR READINGS

If you want to learn more about design thinking and/or to start building your own library, I have compiled a list of recommended readings. Enjoy!

Dr. Claudia Nicolai
April 2017
Book Recommendations

Design Thinking Fundamentals

Dorothy Leonard-Barton (1995):
Wellsprings of Knowledge – Building and Sustaining the Sources of Innovation.

Richard K. Leister and Michael J. Piore (2004):
Innovation – The Missing Dimension.

Eric von Hippel (2005):
Democratizing Innovation.

Dan Pink (2005):

Roger L. Martin (2007):
The Opposable Mind – How Successful Leaders Win Through Integrative Thinking.

Design Thinking Classics

Tom Kelley and Jonathan Littman (2001):
The Art of Innovation.

Jane Fulton Suri (2005):

Tim Brown (2009):
Change by Design – How Design Thinking Transforms Organizations and Inspires Innovation.

Roger L. Martin (2009):
The Design of Business: Why Design Thinking is the Next Competitive Advantage.

Richard Verganti (2009):

Gavin Ambrose and Paul Harris (2009):
Design Thinking – The Act or Practice of Using Your Mind to Consider Design.

Scott Doorley and Scott Witthoft (2012):
make space – How to Set the Stage for Creative Collaboration.


Design Thinking Deep Dive

Bruce Nussbaum (2013): Creative Intelligence: Harnessing the Power to Create, Connect, and Inspire.

Tom Kelley, David Kelley (2013): Creative Confidence: Unleashing the Creative Potential within us all.


Alan Cooper (2004): The Inmates are Running the Asylum.


Dan Roam (2008):
Back on Napkin – Solving Problems and Solving Ideas with Pictures.

Anja Weiss (2016):
Sketchnotes & Graphic Recording – Eine Anleitung.

Saul Greenberg, Sheelagh Carpendale, Nicolai Marquardt and Bill Buxton (2012):
Sketching User Experiences – The Workbook.


Wimer Hazenberg, Menno Huisman (2012): 75 Tools for Creative Thinking

Learning Map “Projectmanagement“


**Digital Transformation with Design Thinking**


Article Recommendations


Kelley, Tom and David Kelley (2012), „Reclaim Your Creative Confidence,“ Harvard Business Review, 90 (December), 1-5.


Film Recommendations

"Objectified." (2009)

is a documentary released in 2009 about the design process. Gary Hustwit documents the creative processes of some of the most influential product designers, including IDEO, Smart Design, Dunne/Raby, Fukasawa, Ive and a lots of others.

IDEO-Shopping Cart VIDEO (1999)

Nowadays this video might be labeled a "Design Thinking Classical". Produced in 1999 for ABC News "The Deep Dive" shows how a team of people at IDEO design a new shopping cart.

Design the New Business (2012)

is a documentary by zilver innovations released in 2012 about design and business design. Based on lot of interview quotes the film tackles questions how designers and businesspeople are working together in new ways to solve the wicked problems facing business today.
Design & Thinking (2012)

is a kickstarter-financed project exploring ideas around design and design thinking.

Maker (2014)

is a documentary on the maker movement and its impact on society, culture and economy.

Digital Resources

d.school Stanford – Bootcamp Bootleg 2012

IDEO – Toolkit for Human Centered Design
http://www.hcdconnect.org/toolkit/en/download

IDEO – Design Thinking for Educators
http://www.designthinkingforeducators.com/DTtoolkit_v1_062711.pdf

Frog Design – Collective Action Toolkit

Stanford University – Strategic Foresight and Innovation
http://innovation.io/playbook/
**Videos**

**Eric Ries and Tim Brown: Lean Startup Meets Design Thinking (2014)**
A conversation between two of the trendsetters in the field of entrepreneurship and innovation, Eric Ries (The Lean Startup) and Tim Brown (Change by Design).
https://www.youtube.com/watch?v=bvFnHzU4_W8

**Tom Wujec: Build a Tower, Build a Team (2010)**
Tom Wujec presents some surprisingly deep research into the “marshmallow problem” -- a simple team-building exercise that involves dry spaghetti, one yard of tape and a marshmallow. Who can build the tallest tower with these ingredients? And why does a surprising group always beat the average?
(7 Minutes, TED-Talk)
http://www.ted.com/talks/tom_wujec_build_a_tower.html

**Tom Wujec: 3 ways the brain creates meaning (2009)**
Information designer Tom Wujec talks through three areas of the brain that help us understand words, images, feelings, connections. In this short talk from TEDU, he asks: How can we best engage our brains to help us better understand big ideas?
(6 Minutes, TED-Talk)
http://www.ted.com/talks/tom_wujec_on_3_ways_the_brain_creates_meaning.html

**Dan Pink: The Puzzle of Motivation (2009)**
Career analyst Dan Pink examines the puzzle of motivation, starting with a fact that social scientists know but most managers don’t: Traditional rewards aren’t always as effective as we think. Listen for illuminating stories -- and maybe, a way forward.
http://www.ted.com/talks/dan_pink_on_motivation.html

**Steven Johnson: Where Good Ideas Come From (2010)**
With Where Good Ideas Come From, Steven Johnson pairs the insight of his bestselling Everything Bad Is Good for You and the dazzling erudition of The Ghost Map and The Invention of Air to address an urgent and universal question: What sparks the flash of brilliance? How does groundbreaking innovation happen? Answering in his infectious, culturally omnivorous style, using his fluency in fields from neurobiology to popular culture, Johnson provides the complete, exciting, and encouraging story of how we generate the ideas that push our careers, our lives, our society, and our culture forward.
http://www.youtube.com/watch?v=NuqRZGDbPFU
Author:

**Dr. Claudia Nicolai**
Hasso-Plattner-Institute
School of Design Thinking
Academic Director

Phone: ++49-(0)331-5509 507 (Assistant)
Phone: ++49-(0)331-5509 506 (Direct)
Email: claudia.nicolai@hpi.de