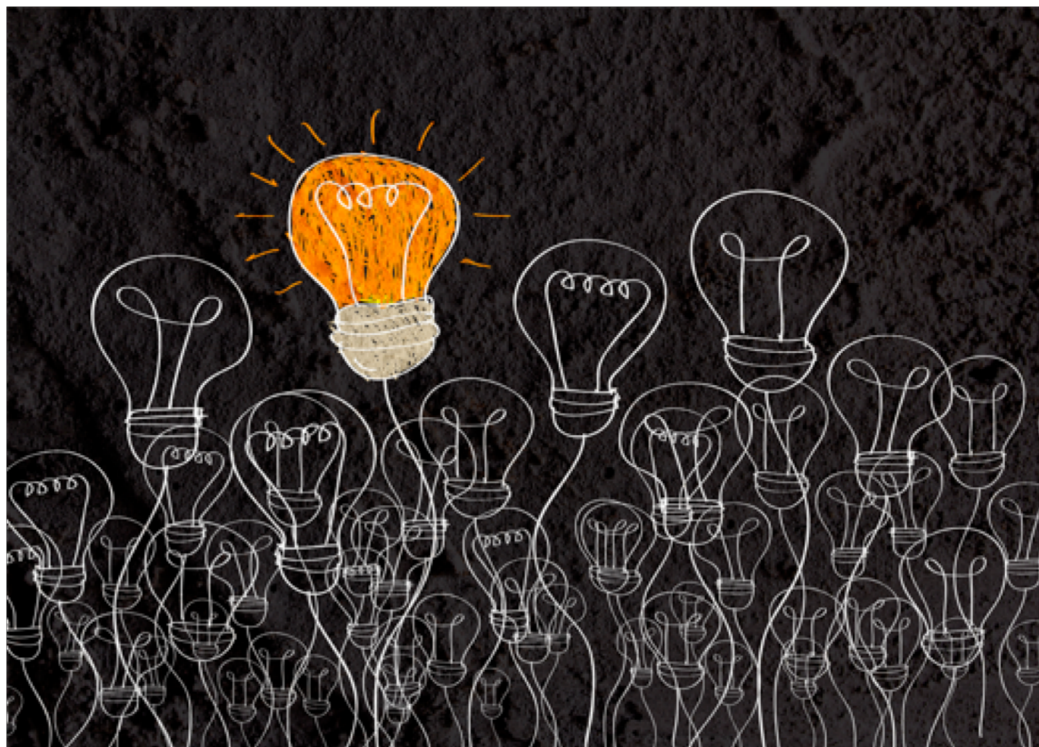




EMPREENDEDORISMO EM CIÊNCIAS

2018/2019

Ciências
ULisboa



1º CICLO DE ESTUDOS

AULA 3
SEMANA 18 A 22 MARÇO 2019

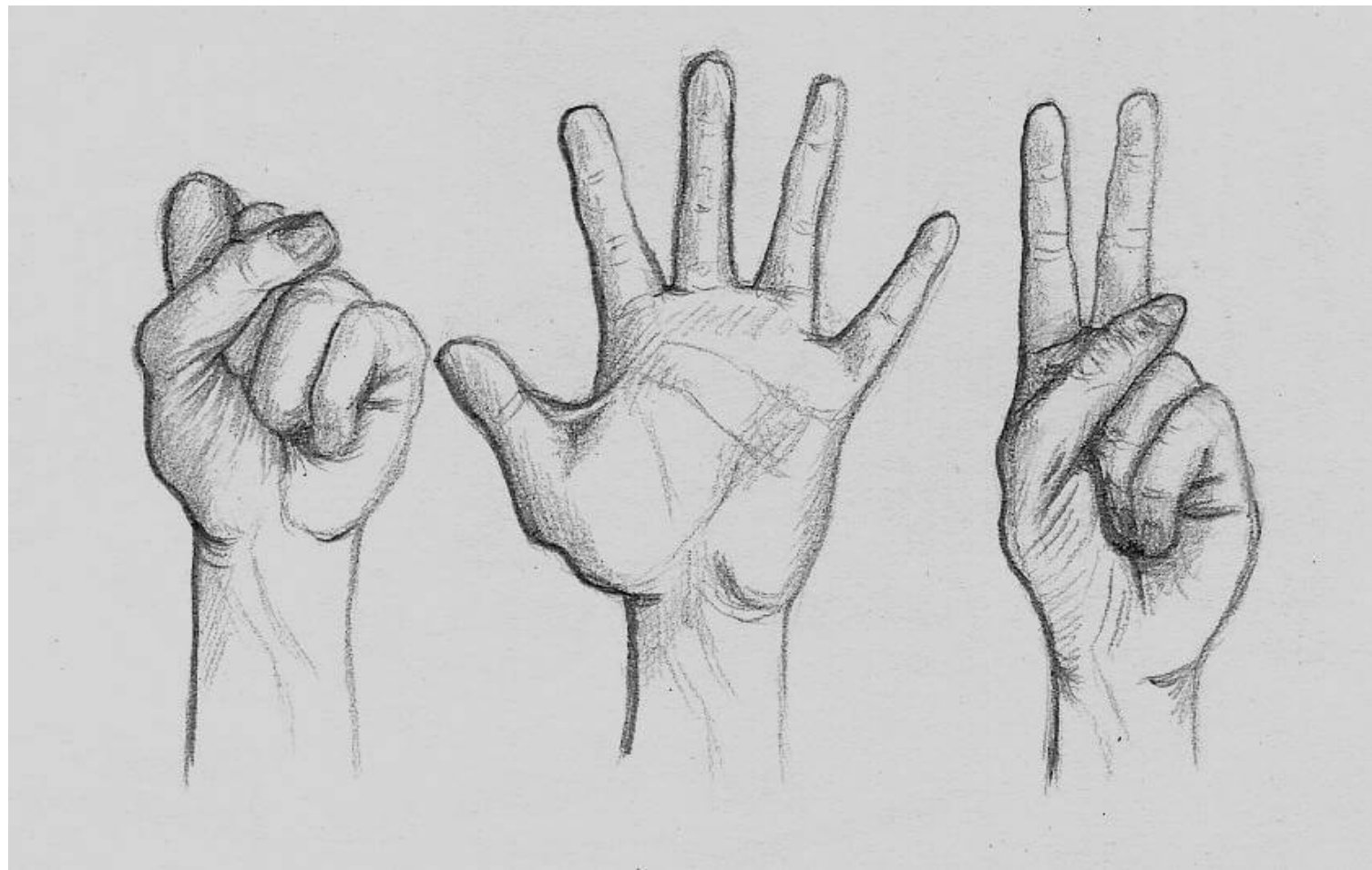
WHO AM I?



WHY ME HERE TODAY?



WARM UP!



SUMMARY

- ◎ CREATIVITY
- ◎ DESIGN THINKING
 - WHAT IS IT
 - VALUES
 - THE PROCESS

**CREATIVITY + DESIGN THINKING
= INNOVATION**



SO LET'S FOCUS A BIT ON CREATIVITY

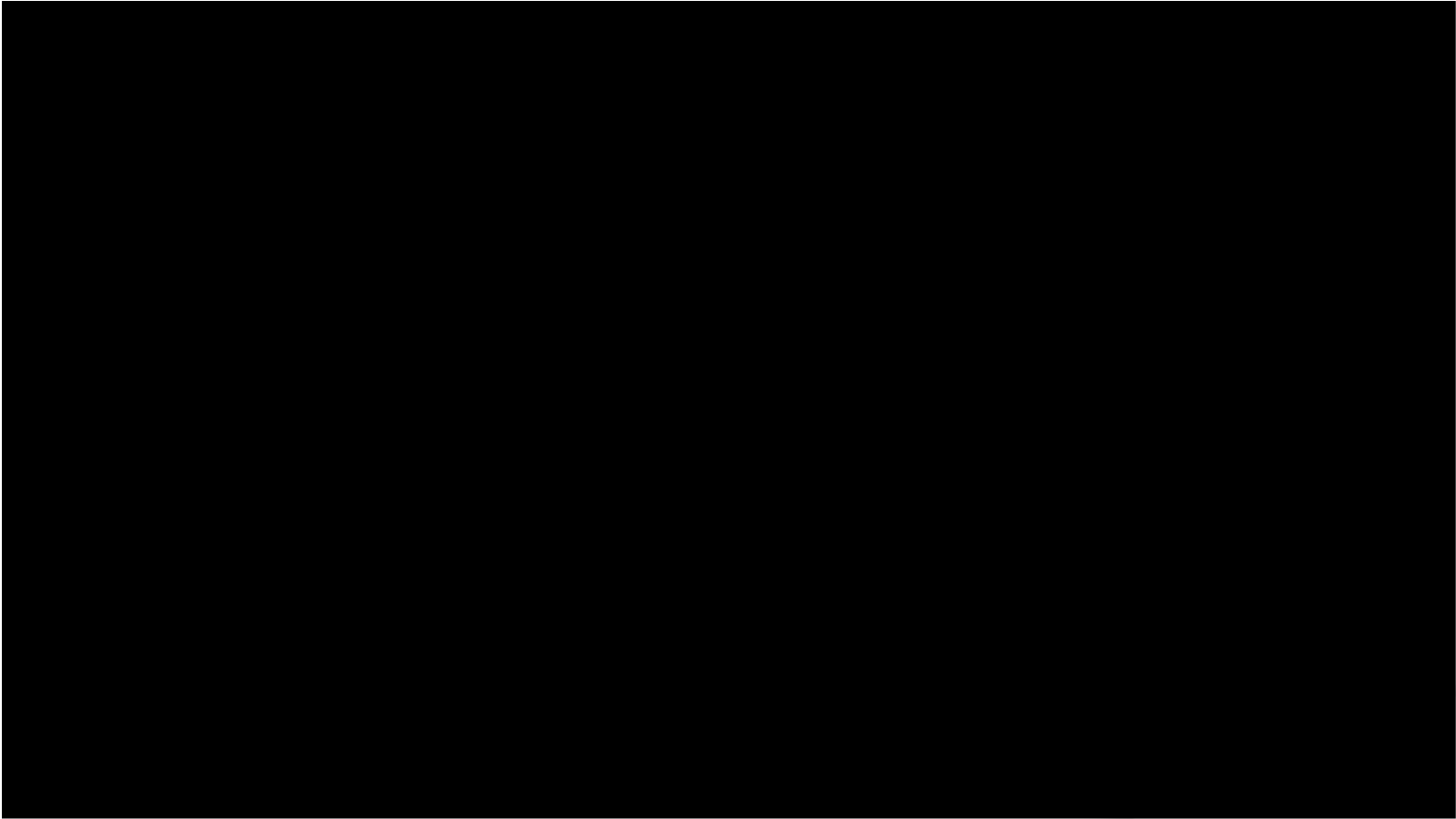


[TED TALK COMPLETA](#)

DECONSTRUCTING MYTHS ON CREATIVITY

1. Most ideas are created from scratch
2. Most ideas come from an individual process
3. Most ideas are born in an *Eureka* moment

DECONSTRUCTING MYTHS ON CREATIVITY



SPARKING YOUR CREATIVITY



SPARKING YOUR CREATIVITY



SPARKING YOUR CREATIVITY



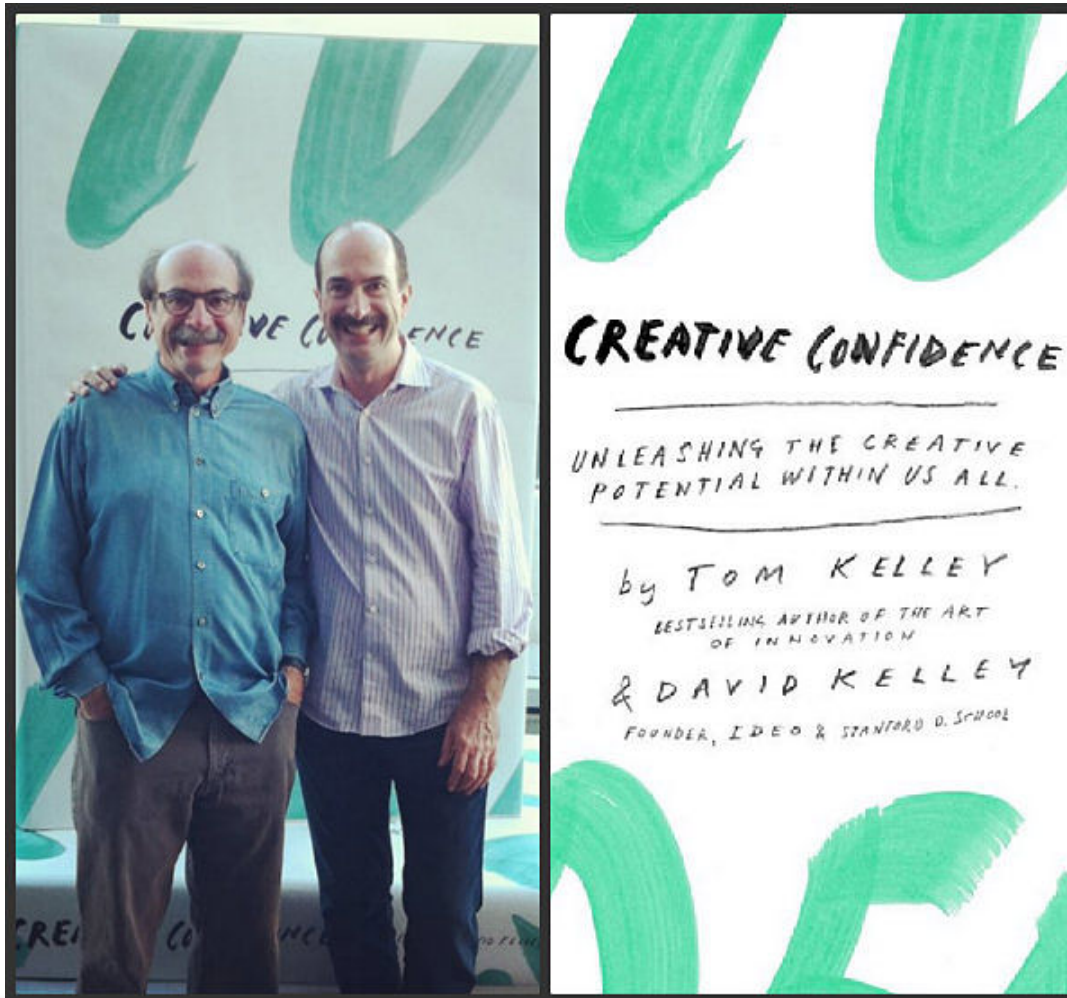
SPARKING YOUR CREATIVITY



SPARKING YOUR CREATIVITY

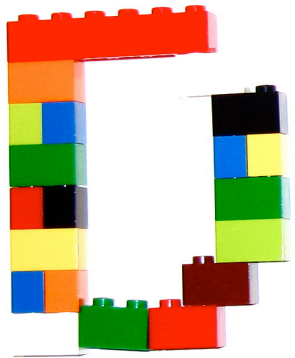


A BOOK YOU SHOULD READ ON THIS TOPIC

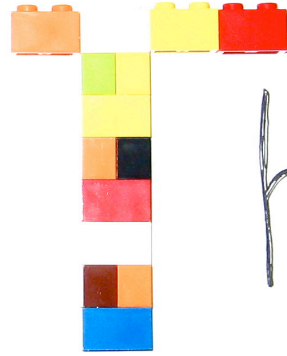


AND A TED TALK FROM ONE OF ITS AUTHOR





esign



hinking



DESIGN THINKING – WHAT IS IT?

“A human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.

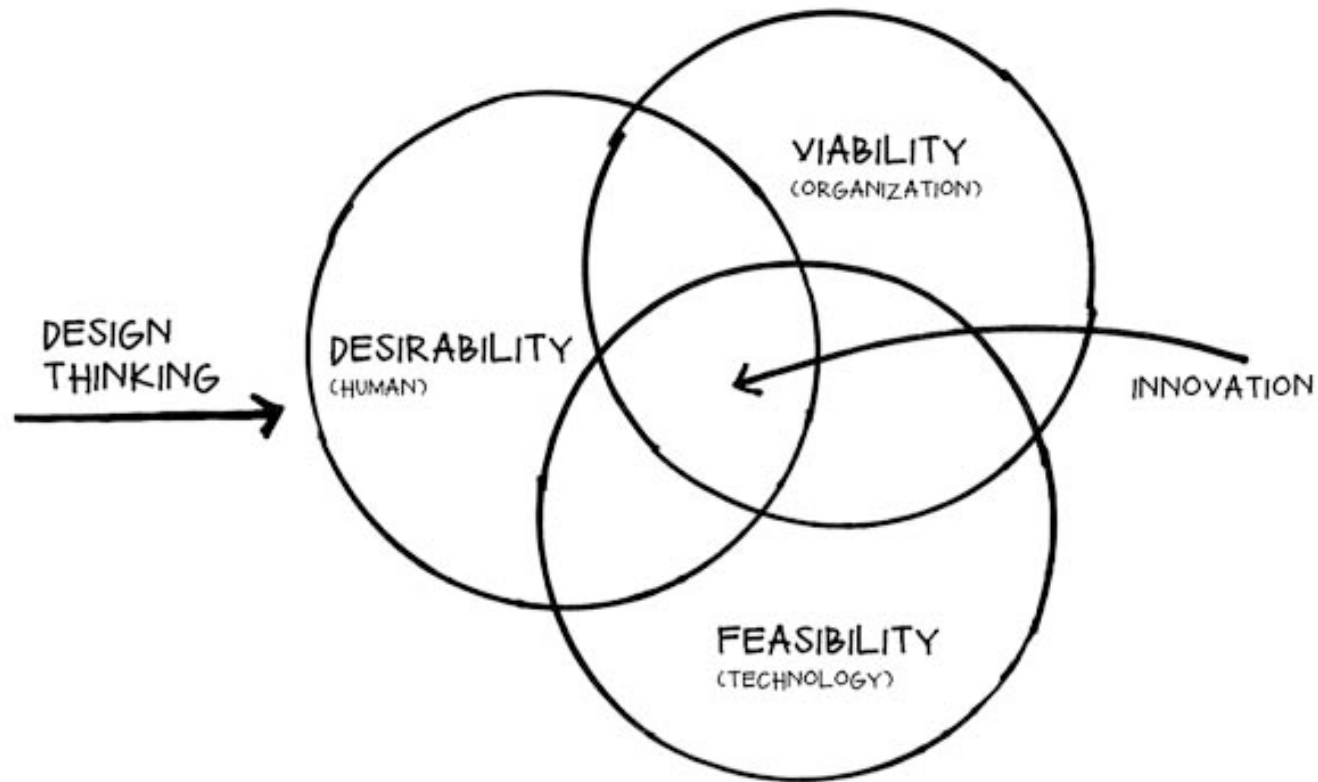
Thus, the method focuses on three main elements of a product or solution: people, technology, and business. All of these aspects evolve around the customer.”

David Kelley, Founder of IDEO

IDEO



DESIGN THINKING – WHAT IS IT?



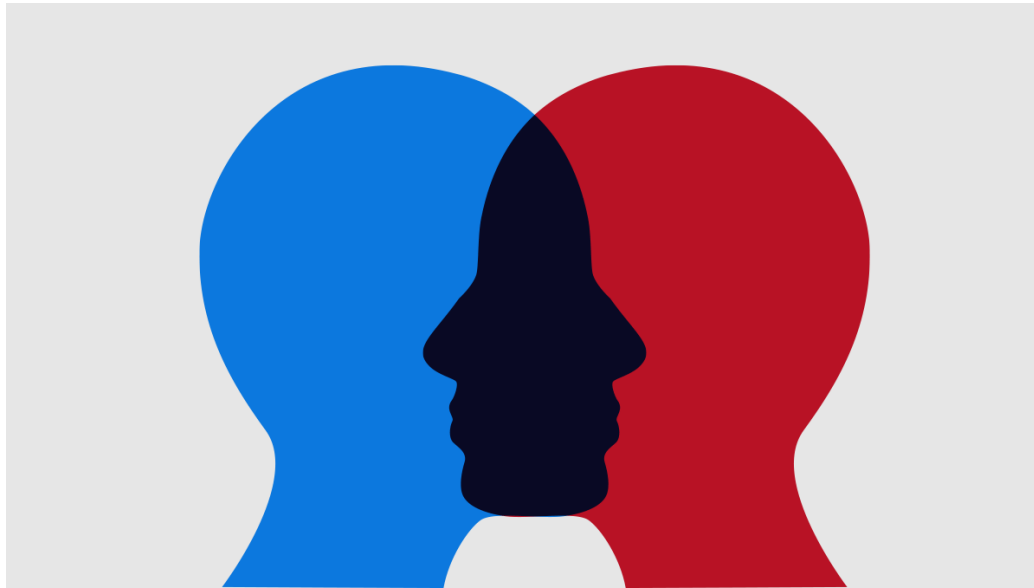
DESIGN THINKING – WHAT IS IT?

“A creative process that stimulates collaboration and experimentation to reduce the risks in the innovation process.”



DESIGN THINKING – VALUES

HUMAN-CENTERED & EMPATHY



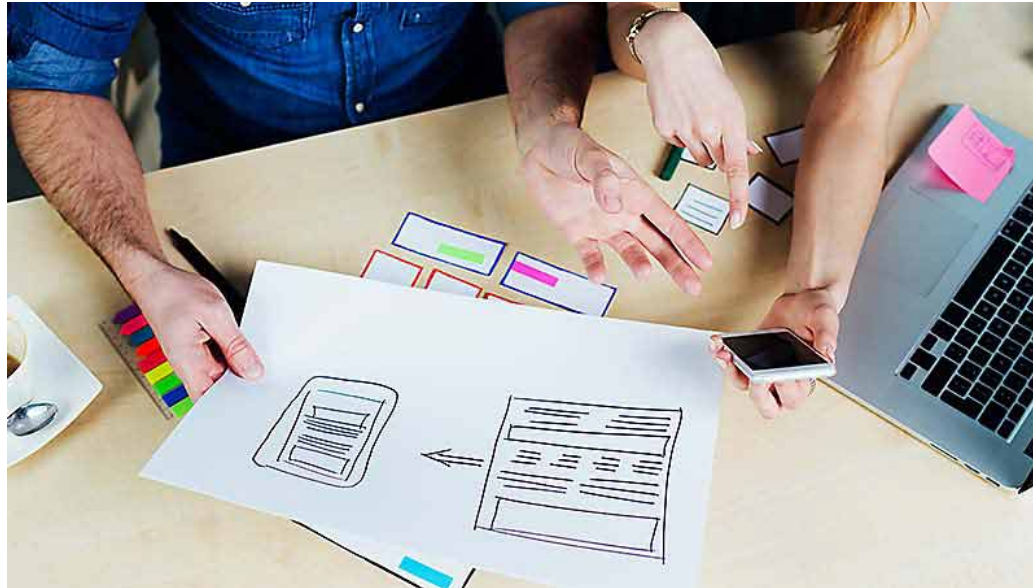
DESIGN THINKING – VALUES

COLLABORATION

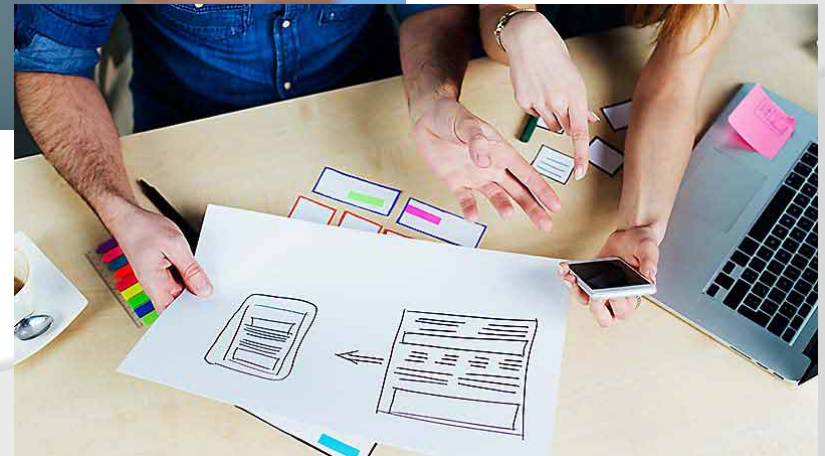
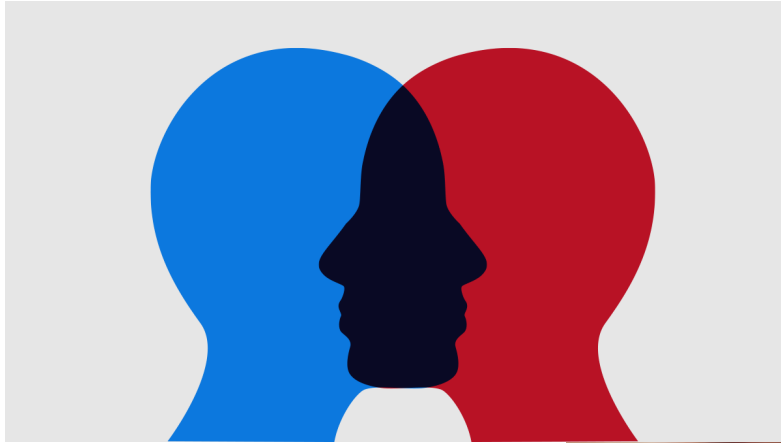


DESIGN THINKING – VALUES

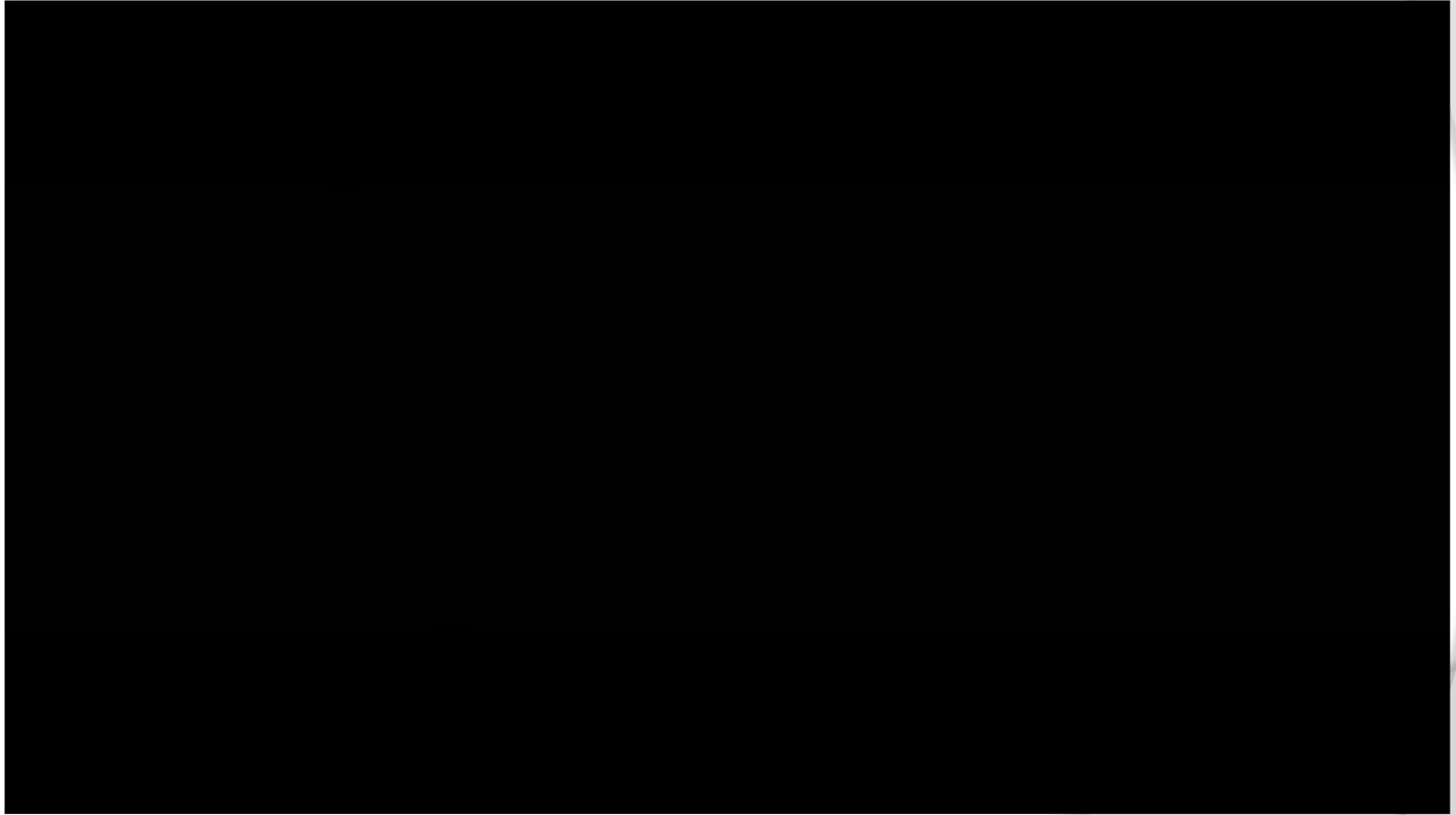
EXPERIMENTATION & PROTOTYPING



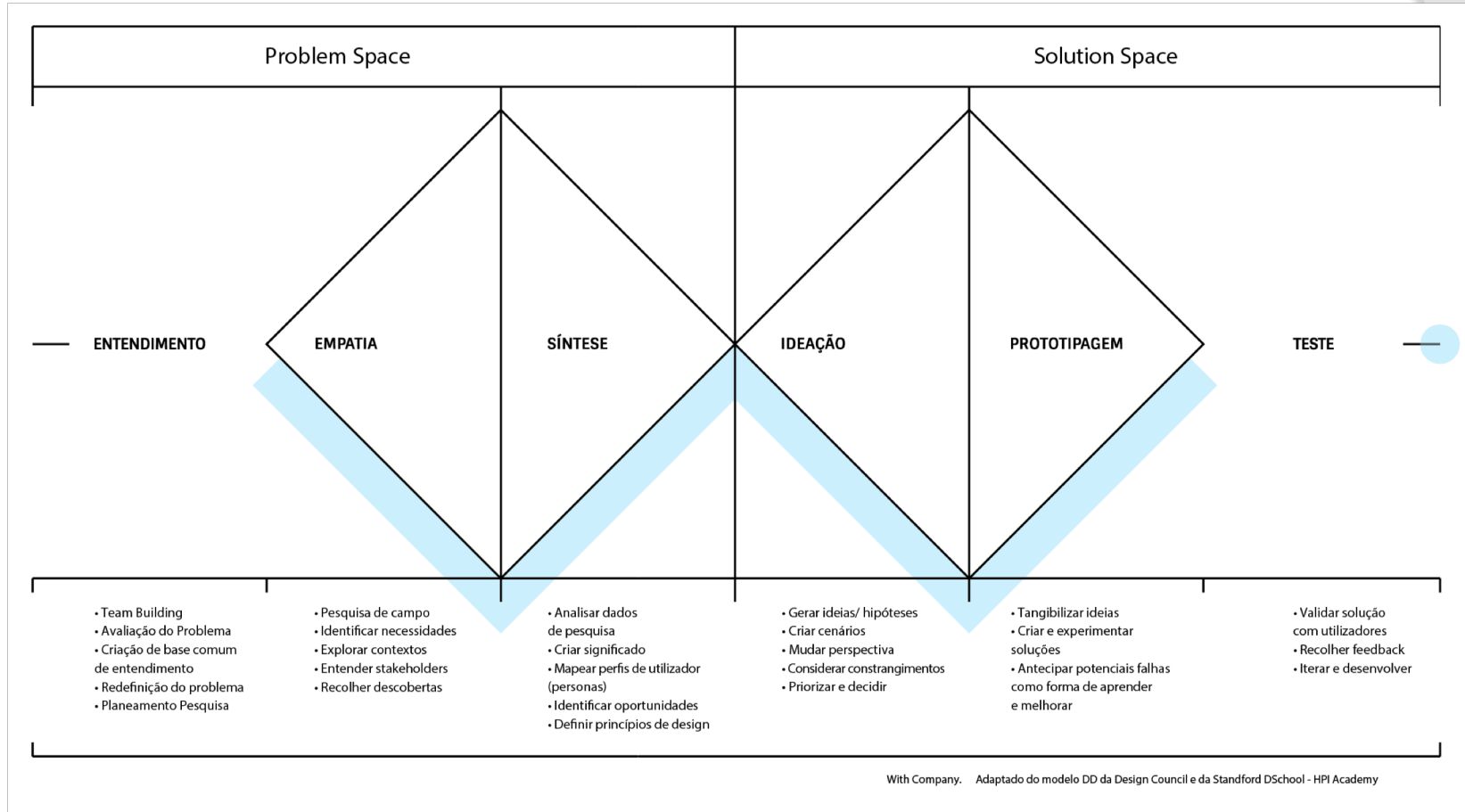
DESIGN THINKING – VALUES



DESIGN THINKING – THE PROCESS



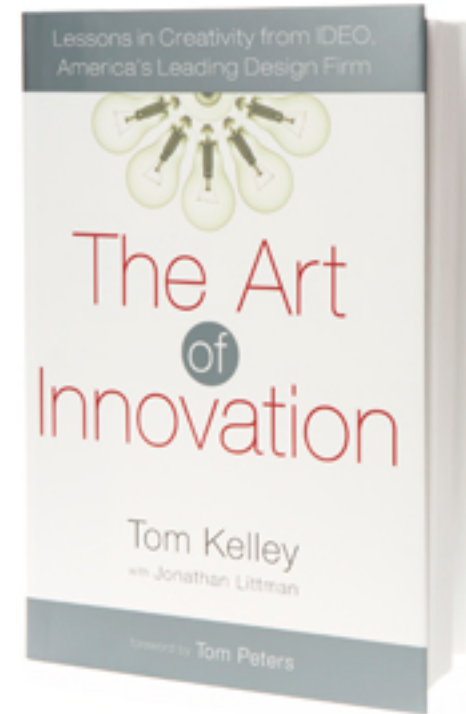
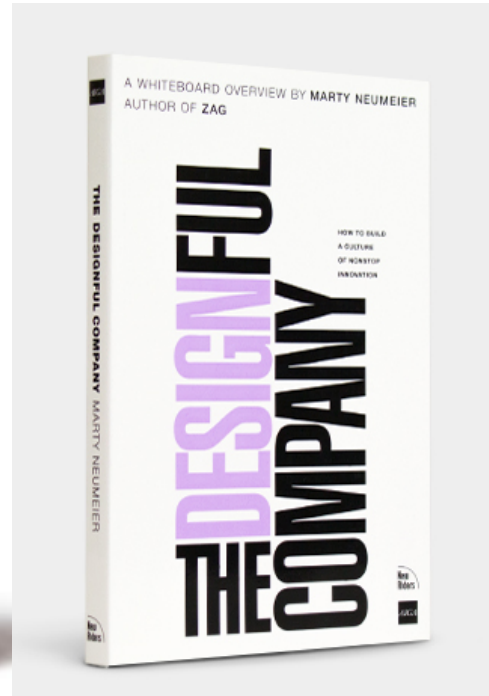
DESIGN THINKING – THE PROCESS



DESIGN THINKING – THE PROCESS



KNOW MORE ABOUT DESIGN THINKING



KNOW MORE ABOUT DESIGN THINKING



QUESTIONS OR DOUBTS?





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