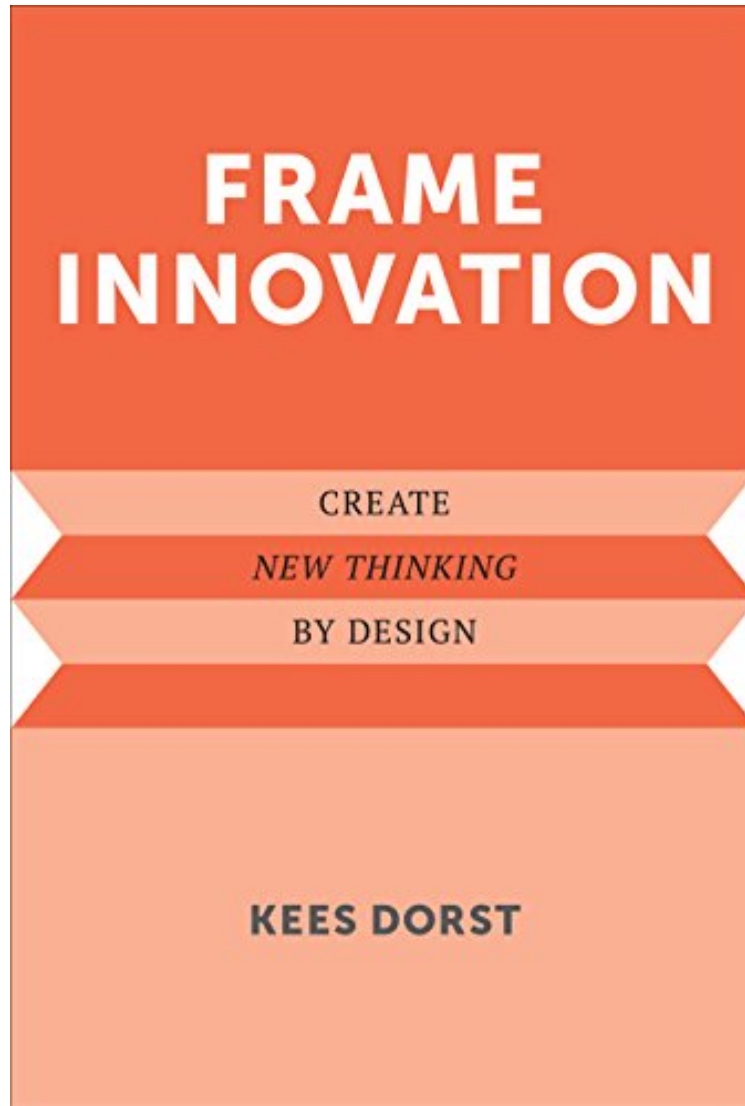


(Read free ebook) Frame Innovation: Create New Thinking by Design (Design Thinking, Design Theory)

Frame Innovation: Create New Thinking by Design (Design Thinking, Design Theory)

Kees Dorst

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Kees Dorst : Frame Innovation: Create New Thinking by Design (Design Thinking, Design Theory) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Frame Innovation: Create New Thinking by Design (Design Thinking, Design Theory):

1 of 1 people found the following review helpful. I'm super excited and inspired (many parts of it are resonant ...By Noah Fang I'm super excited and inspired (many parts of it are resonant to me):The author defines many core concepts about design, such as design as a form of reasoning and the levels of design expertise and design thinking,And he actually lays out a blueprint for thinking out-of-the-box (he calls it "frame creation

modelrdquo;). The Frame Creation Model, in a nutshell, asks us to explore the problem space and its context before making any defining assumptions about the root causes of the problem. In the early "exploringrdquo; phase, we need to zoom out ndash; expand the problem space, question the original intention, attack the context, and come up with as many themes (which is basically how we describe the problem space from a certain perspective) as possible. In the later "convergingrdquo; phase, we need to zoom in ndash; consolidate the possibilities and converge to the final solution. That zoom-out-and-then-zoom-in implies that the assumptions are only made midway through, not early on ndash; that's critical to approach a problem in the appropriate way. Too many times we make certain assumptions early on and that automatically limits the approaches we may take on a problem, and therefore limits the possibilities of solving the problem in an organic and innovative way. Throughout the book there are many great case studies that really make me think how we should approach any problem. Highly recommended!

0 of 0 people found the following review helpful. Great book on Problem Framing By Jon This is one of the most important books out there that no one seems to know about. The purpose of the book is to give you the tools to think about problems differently, to "frame them up" in new ways... and in this, the author succeeds.

1 of 2 people found the following review helpful. Great Book By Harry Singh I am surprised that this book did not have any more reviews because it was indeed a really good one. I don't know of any other book so far that looks at the area of "framing" and looking at how we set up the problem to create a path for an innovative solution. The book had some very interesting ideas as well as a model to approach and understand innovation from top designers. A good contribution to design thinking.

When organizations apply old methods of problem-solving to new kinds of problems, they may accomplish only temporary fixes or some ineffectual tinkering around the edges. Today's problems are a new breed -- open, complex, dynamic, and networked -- and require a radically different response. In this book, Kees Dorst describes a new, innovation-centered approach to problem-solving in organizations: frame creation. It applies "design thinking," but it goes beyond the borrowed tricks and techniques that usually characterize that term. Frame creation focuses not on the generation of solutions but on the ability to create new approaches to the problem situation itself. The strategies Dorst presents are drawn from the unique, sophisticated, multilayered practices of top designers, and from insights that have emerged from fifty years of design research. Dorst describes the nine steps of the frame creation process and illustrates their application to real-world problems with a series of varied case studies. He maps innovative solutions that include rethinking a store layout so retail spaces encourage purchasing rather than stealing, applying the frame of a music festival to understand late-night problems of crime and congestion in a club district, and creative ways to attract young employees to a temporary staffing agency. Dorst provides tools and methods for implementing frame creation, offering not so much a how-to manual as a do-it-yourself handbook -- a guide that will help practitioners develop their own approaches to problem-solving and creating innovation.

Kees Dorst manages in his new book *Frame Innovation: Create New Thinking by Design* to provide a practical new approach to design-led innovation. His frame creation approach enables the addressing of difficult and wicked problems through the use of design thinking. All managers who run firms that want to compete on value rather than cost should familiarize themselves with this approach. I commend this book to the global business community.

(Gouml;ran Roos, Professor in Strategic Design, Faculty of Design, Swinburne University of Technology, Melbourne, Australia; coauthor of *Managing Intellectual Capital in Practice*) Studies show that a key aspect of the creative ways in which designers think and work is problem-framing, or generating perspectives that engender new understanding of the problem and offer bridges to new solutions. Kees Dorst skillfully explains and develops this concept, illustrates its application with real, complex, and contemporary examples, and shows how teams and organizations can work in this creative, innovative, and designerly way.

(Nigel Cross, Emeritus Professor of Design Studies, The Open University, UK) A fascinating journey into problem-solving for the twenty-first century. Dorst goes beyond the superficial fads and ready-made recipes of popular design thinking cookbooks and provides a robust and clear framework for why and how design can address problems in our society and economy. I will use it with my business school students.

(Roberto Verganti, Professor of Leadership and Innovation, Politecnico di Milano; author of *Design-Driven Innovation*) About the Author Kees Dorst is Professor of Design Innovation at the University of Technology, Sydney. He is the author of *Understanding Design: 175 Reflections on Being a Designer* and the coauthor of *Design Expertise*.