



INNOVATION  
THROUGH  
PEOPLE

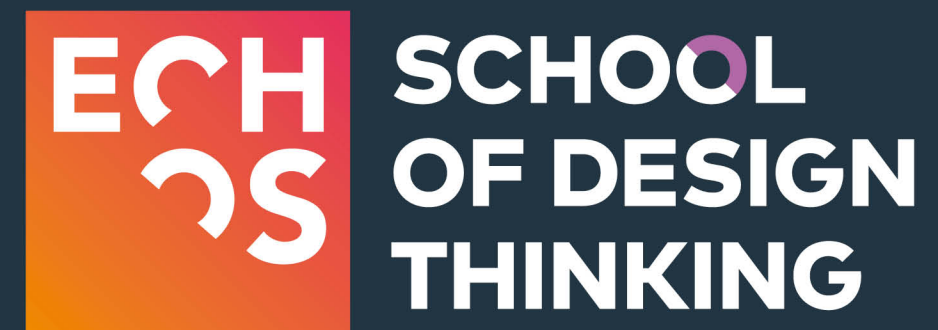
**We are an**  
**innovation lab**  
**born in Brazil**



Purpose

**Foster the new  
generation of innovators  
& innovations worldwide**





# Global presence





# Our **impact** since 2011

**13** cities

**3** countries

**+50** experts

**+100** projects developed

**30.000** professionals at our on campus courses

**15.000** professionals at our online courses

We believe in  
the power of

design

*as a way to  
transform new  
realities enabling  
preferred futures*

design

**We are  
obsessed with  
innovation**

# INNOVATION MEANS PERCEIVED VALUE





# The power of design





# DESIGN THINKING

**Human centred  
innovation**





***“Design thinking can be described as a discipline that uses the designer’s sensibility and methods to match people’s needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity..”***

Tim Brown  
CEO IDEO







**Design thinking is  
not a method.  
Design thinking is  
a human centred  
approach.**



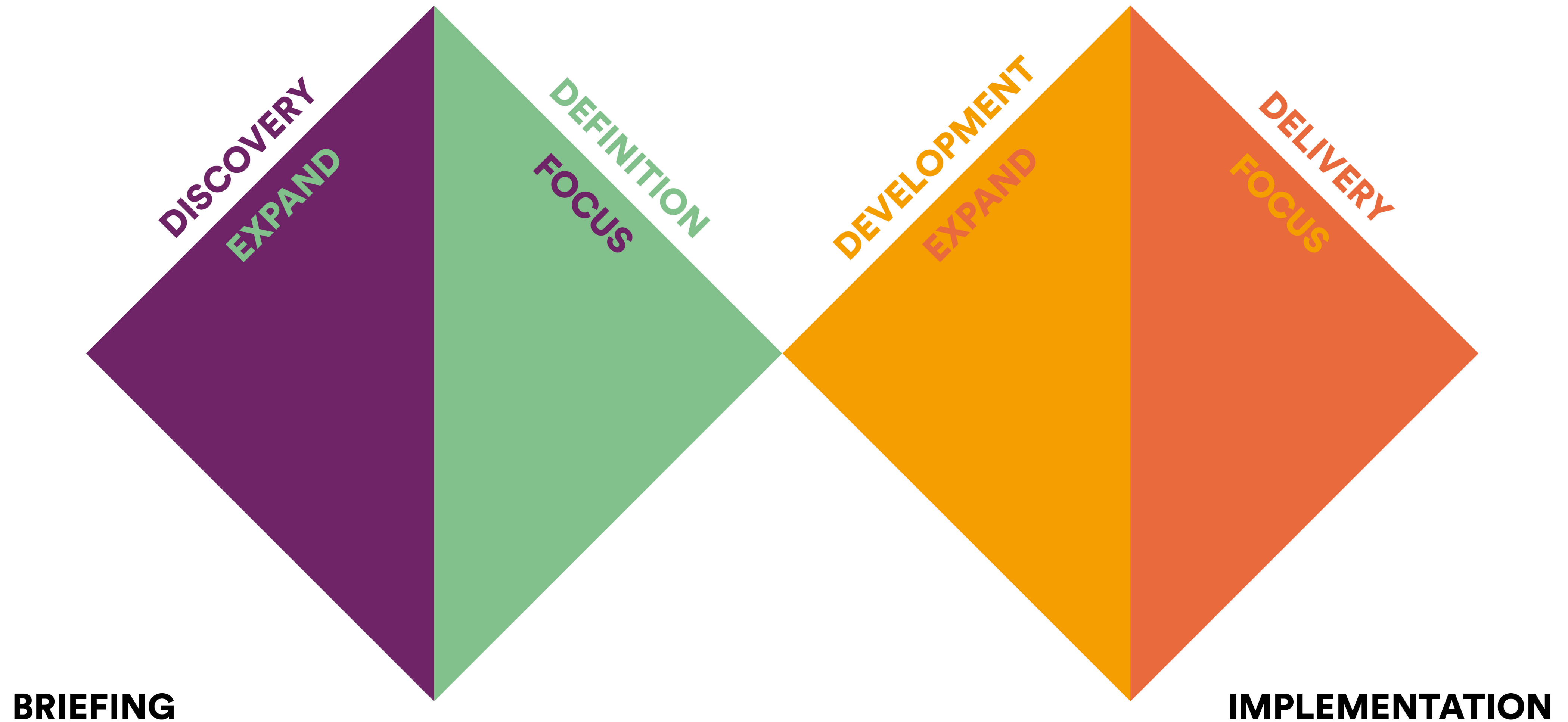
# Values





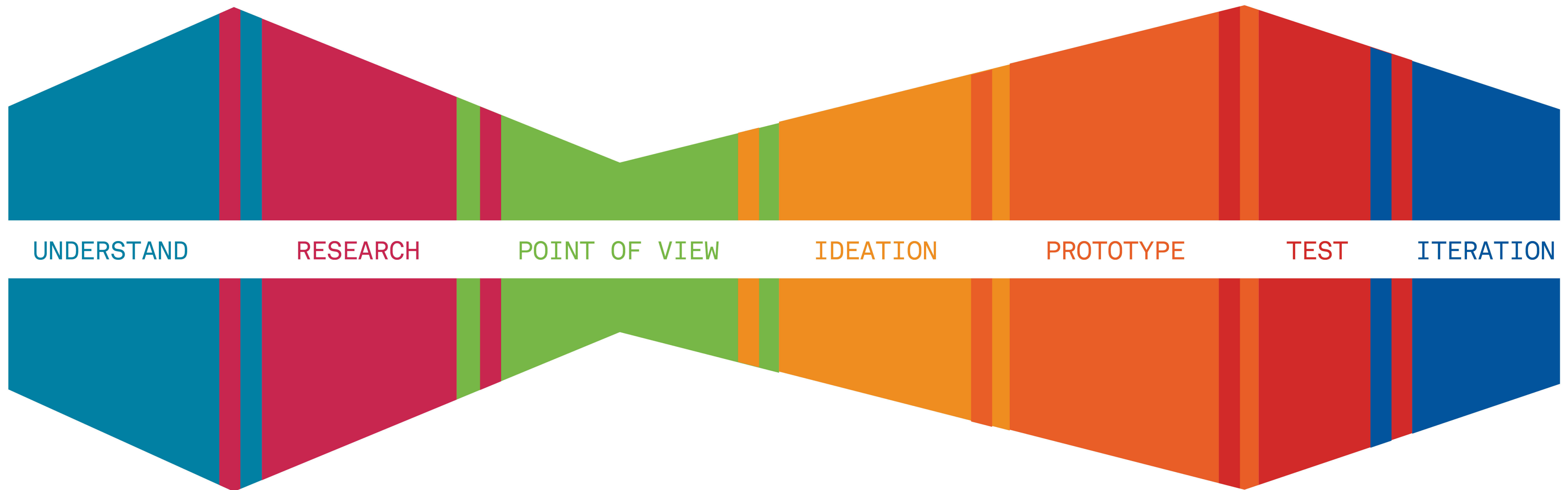
# Design process

Design Council Uk – Double Diamond  
Source: [www.Designcouncil.Org.Uk/designprocess](http://www.Designcouncil.Org.Uk/designprocess)



# Approach

## Design Thinking



UNDERSTAND

RESEARCH

POINT OF VIEW

IDEATION

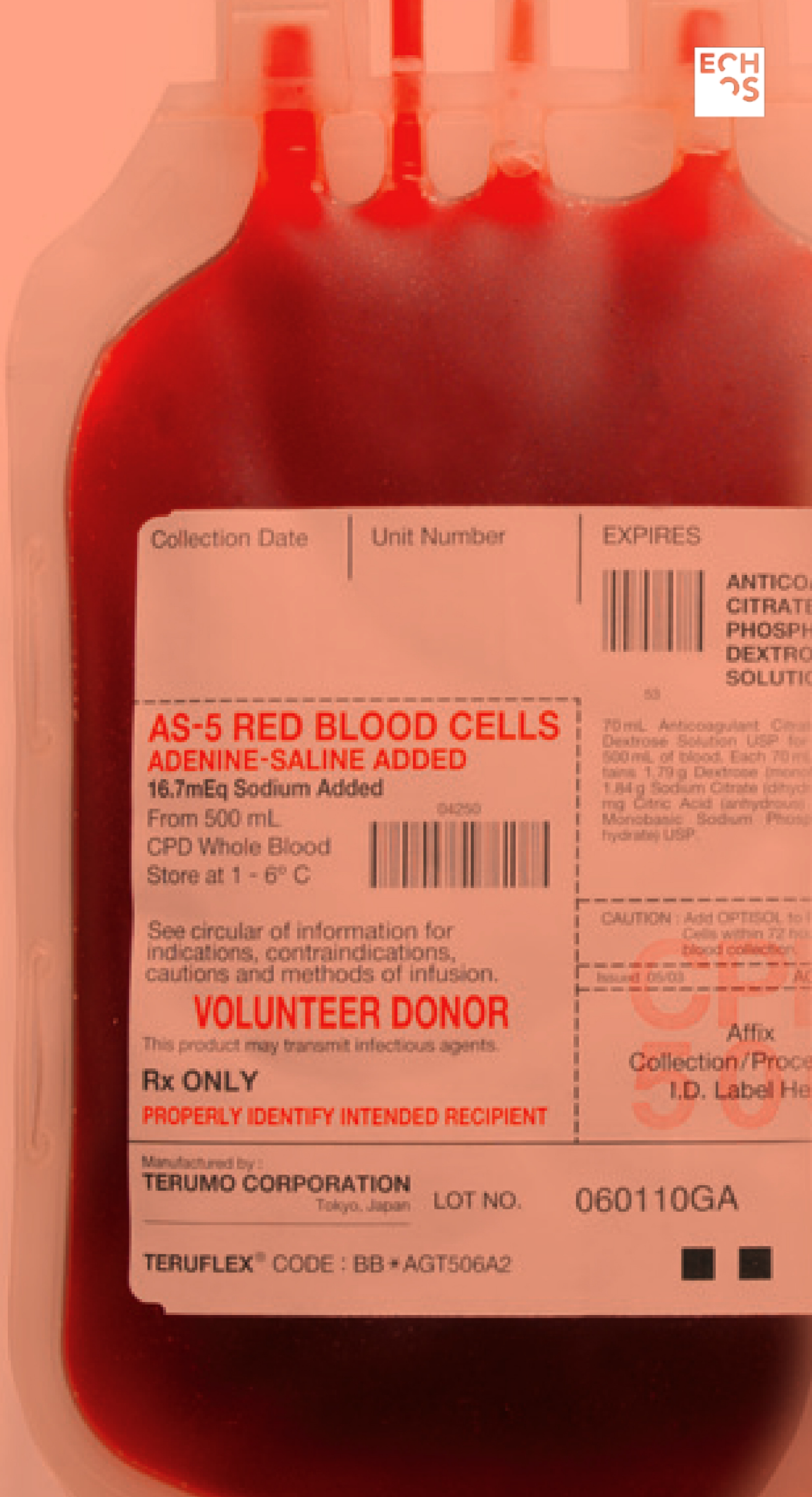
PROTOTYPE

TEST

ITERATION



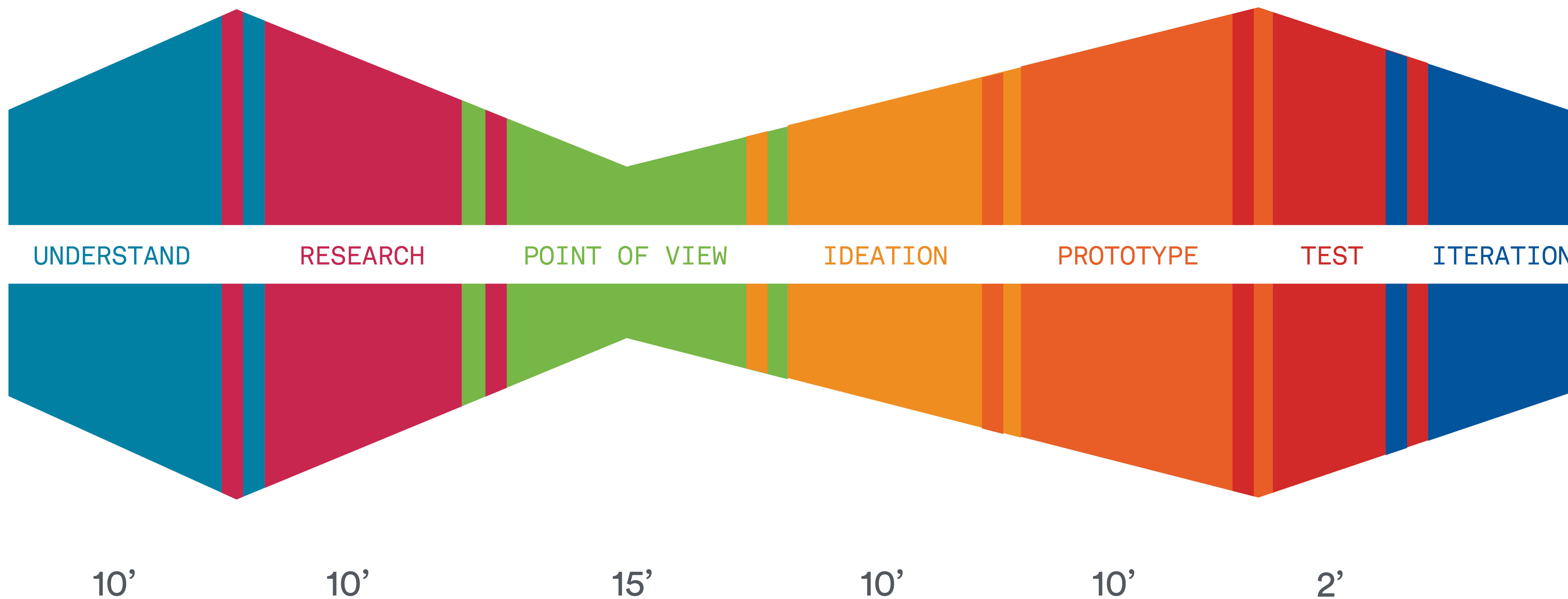
**CHALLENGE:**  
*How might we encourage eligible citizens to donate blood?*





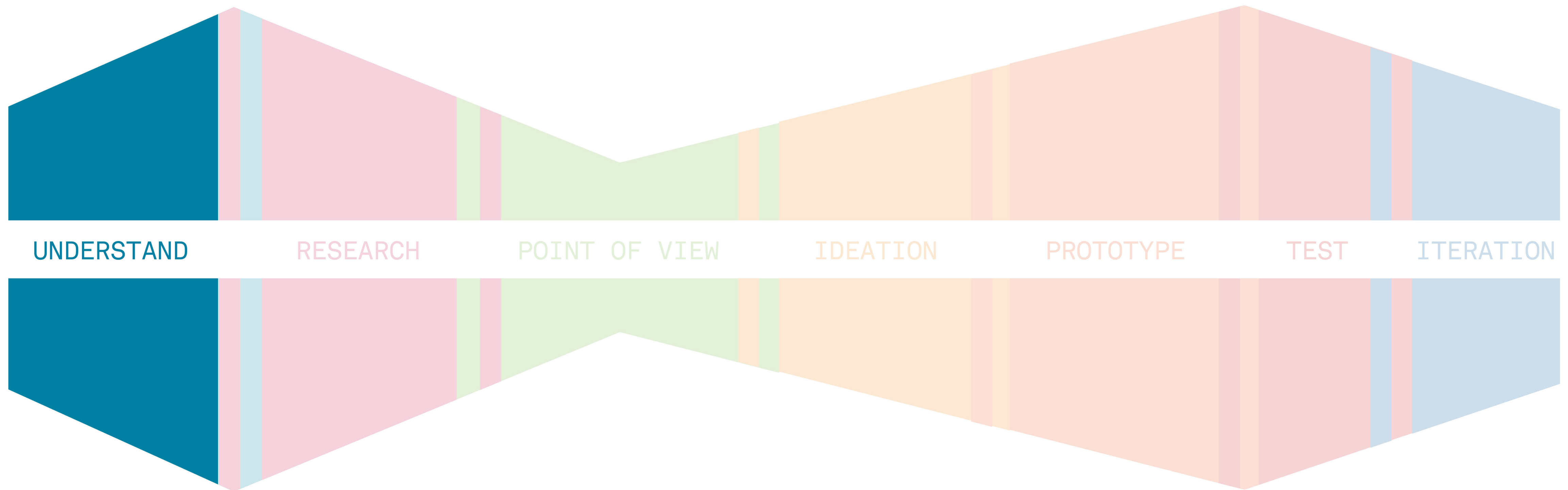
# Approach

## Design Thinking



# Approach

## Design Thinking



UNDERSTAND

RESEARCH

POINT OF VIEW

IDEATION

PROTOTYPE

TEST

ITERATION




**phase #1**  
**UNDERSTANDING &**

 **10'**

***Try to understand what is the problem.***

***What are the groups assumptions, perspectives and knowledge around the problem.***

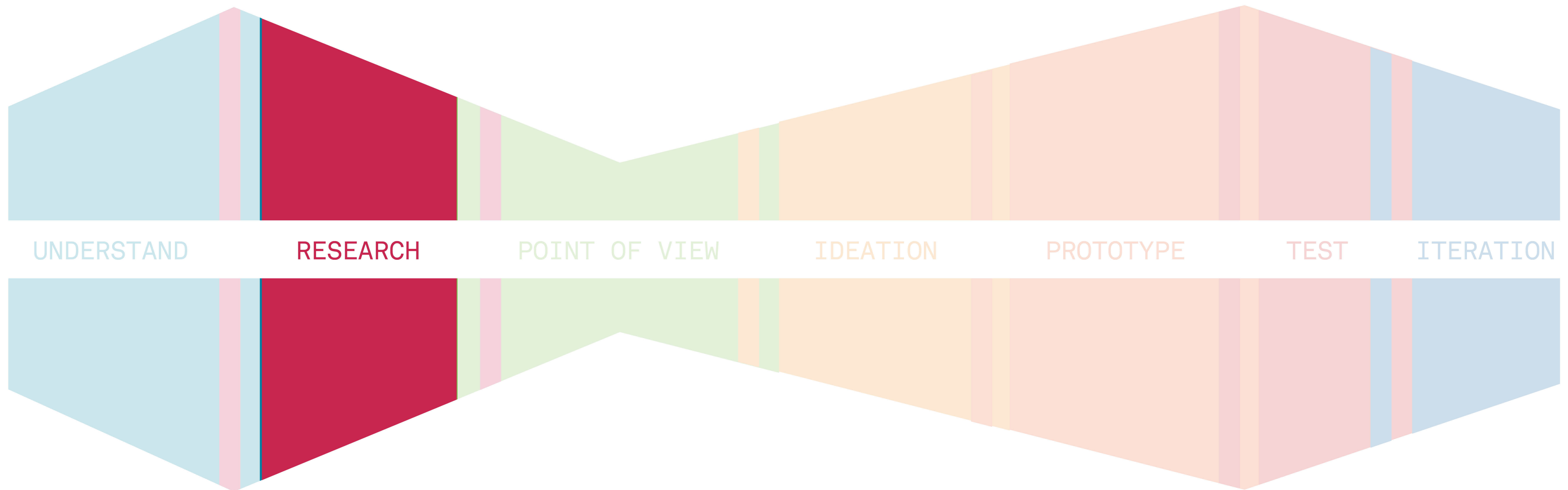
***Document all knowledge in post its***

Collection Date	Unit Number	EXPIRES
		 ANTICITRA PHOS DEXT SOLU
<b>AS-5 RED BLOOD CELLS</b> <b>ADENINE-SALINE ADDED</b> 16.7mEq Sodium Added From 500 mL CPD Whole Blood Store at 1 - 6° C		
See circular of information for indications, contraindications, cautions and methods of infusion.		CAUTION: Add OPTISOL Cells within 72 blood collected Issued 05/03
<b>VOLUNTEER DONOR</b> This product may transmit infectious agents. <b>Rx ONLY</b> PROPERLY IDENTIFY INTENDED RECIPIENT		Affix Collection/Proc I.D. Label
Manufactured by: <b>TERUMO CORPORATION</b> Tokyo, Japan		LOT NO. 060110GA
TERUFLEX® CODE : BB * AGT506A2		



# Approach

## Design Thinking




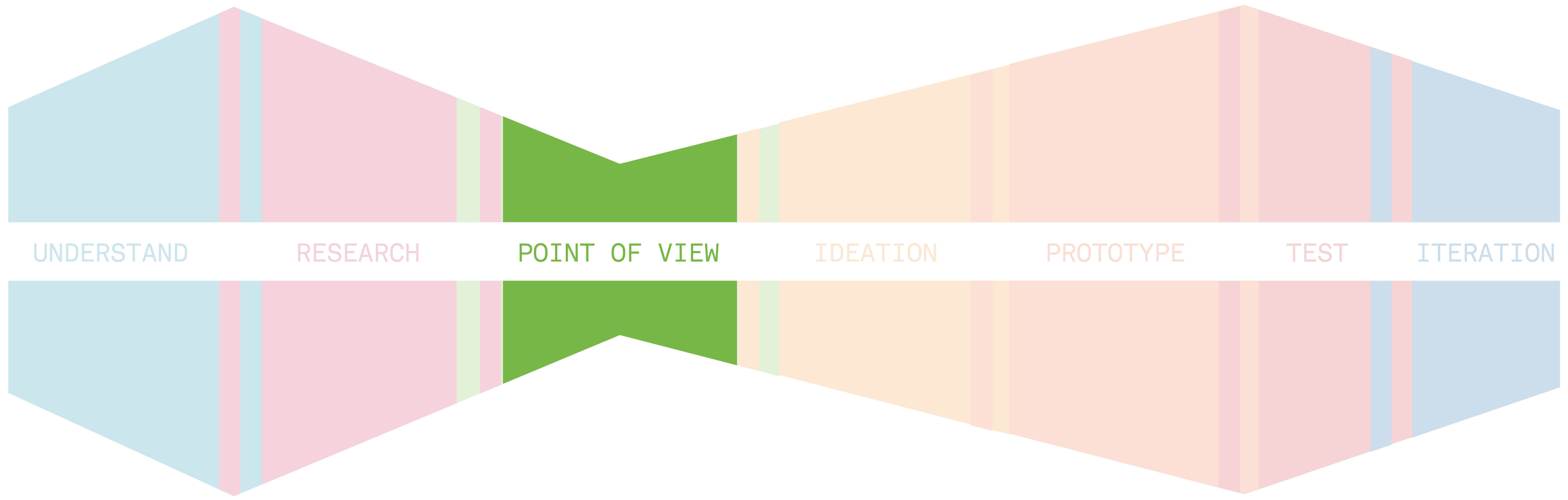


## ***phase #1*** **RESEARCH**

***In pairs, interview each other trying to understand the reason why the other person is or is not donating blood. Try to understand big motives, small motives, behaviors and barriers that prevent the blood donation.***

 **10'**

Collection Date	Unit Number	EXPIRES
		 ANTICOAGULANT CITRATE PHOSPHATE DEXTROSE SOLUTION
<b>AS-5 RED BLOOD CELLS</b> <b>ADENINE-SALINE ADDED</b> <b>16.7mEq Sodium Added</b> From 500 mL CPD Whole Blood Store at 1 - 6° C		70 mL Anticoagulant Citrate Dextrose Solution USP for 500 mL of blood. Each 70 mL contains 1.70 g Dextrose (monohydrate), 1.84 g Sodium Citrate (dihydrate), 1.84 g Citric Acid (anhydrous), Monobasic Sodium Phosphate USP.
See circular of information for indications, contraindications, cautions and methods of infusion.		CAUTION: Add OPTISOL to cells within 2 hours of blood collection.
<b>VOLUNTEER DONOR</b> This product may transmit infectious agents.		Issued 05/03
<b>Rx ONLY</b> <b>PROPERLY IDENTIFY INTENDED RECIPIENT</b>		Affix Collection/Processing I.D. Label Here
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UNDERSTAND

RESEARCH

POINT OF VIEW

IDEATION

PROTOTYPE

TEST

ITERATION



## *phase #2* **POINT OF VIEW**

*Share greatest insights and formulate  
the real reason behind the challenge  
and then transform the problem into a  
question starting with:*

**HOW MIGHT WE...?**

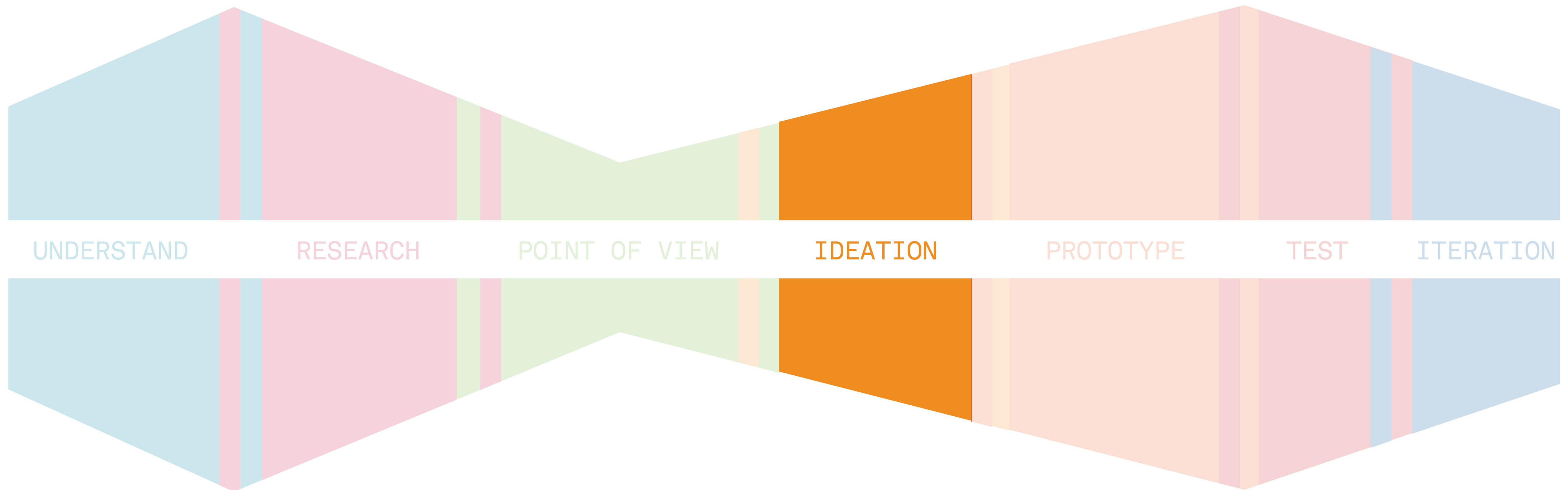


Collection Date	Unit Number	EXPIRES
AS-5 RED BLOOD CELLS ADENINE-SALINE ADDED 16.7mEq Sodium Added From 500 mL CPD Whole Blood Store at 1 - 6° C		ANTICOAGULANT CITRATE PHOSPHATE DEXTRAN SOLUTION
See circular of information for indications, contraindications, cautions and methods of infusion.		CAUTION: Add OPTISOL 1-10% Cells within 72 hours of collection
<b>VOLUNTEER DONOR</b> This product may transmit infectious agents. <b>Rx ONLY</b> PROPERLY IDENTIFY INTENDED RECIPIENT		Affix Collection/Processing I.D. Label Here
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# Approach

## Design Thinking



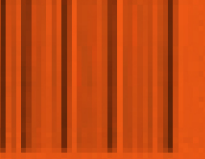




## ***phase #3*** ***IDEATION***

 **10'**

***Creat silly, wild and boring ideas that solve that problem. (This is the time to defer judgement). Think about other references and connect. Use all the wisdom in the group to solve the problem.***

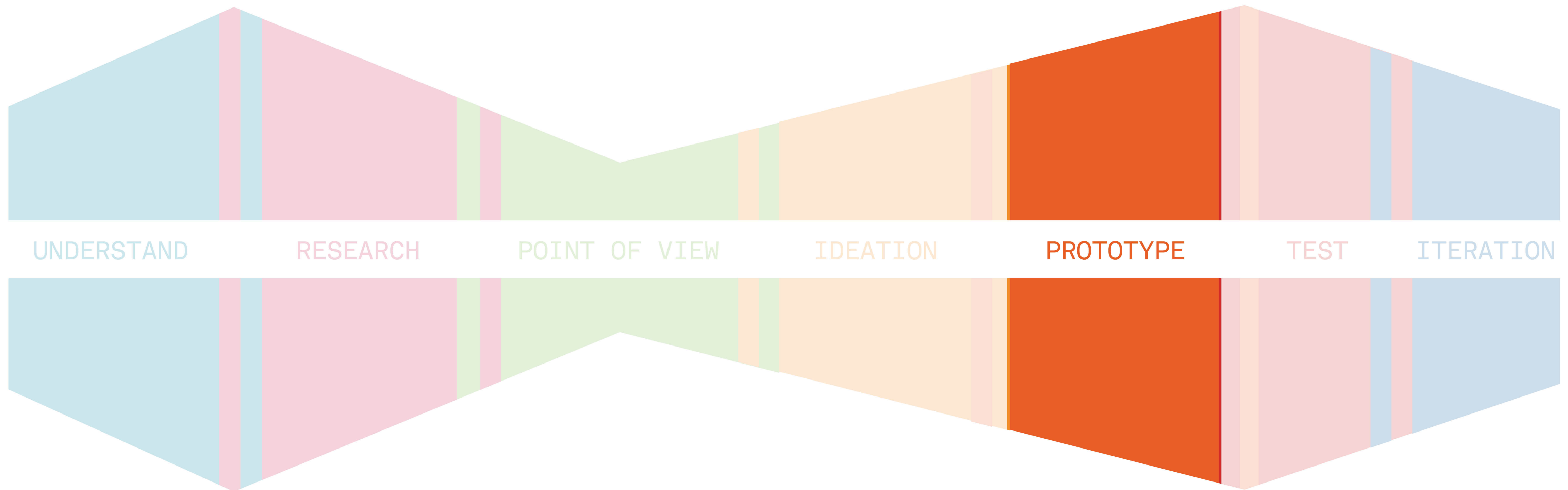
***In the last 2 minutes, converge and choose or combine into one solution.***

Collection Date	Unit Number	EXPIRES
		
		ANTICOAGULANT CITRATE PHOSPHATE DEXTROSE SOLUTION
<b>AS-5 RED BLOOD CELLS</b> <b>ADENINE-SALINE ADDED</b> 16.7mEq Sodium Added From 500 mL CPD Whole Blood Store at 1 - 6° C		70mL Anticoagulant Citrate Dextrose Solution USP for 500 mL of blood. Each 70 mL contains 1.79g Dextrose (monohydrate), 1.84g Sodium Citrate (dihydrate), 1.84g Citric Acid (anhydrous), 1.84g Monobasic Sodium Phosphate (hydrate) USP.
See circular of information for indications, contraindications, cautions and methods of infusion.		CAUTION: Add OPTISOL to 100 mL of cells within 72 hours of blood collection.
<b>VOLUNTEER DONOR</b> This product may transmit infectious agents.		Issued 05/03
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# Approach

## Design Thinking






**phase #4**  
**PROTOTYPING**

*Evolve your idea by creating a prototype. A prototype is the first interaction of your idea with the real world. Try to make it tangible.*



Collection Date	Unit Number	EXPIRES
		
<b>AS-5 RED BLOOD CELLS</b> <b>ADENINE-SALINE ADDED</b> 16.7mEq Sodium Added From 500 mL CPD Whole Blood Store at 1 - 6° C		<small>70mL Anticoagulant Citrate Dextrose Solution USP for 500 mL of blood. Each 70 mL contains 1.79 g Dextrose (monohydrate), 1.84 g Sodium Citrate (dihydrate), 1.84 g Citric Acid (anhydrous), and 1.84 g Monobasic Sodium Phosphate (monohydrate) USP.</small>
See circular of information for indications, contraindications, cautions and methods of infusion.		<small>CAUTION: Add OPTESOL to 100 mL of cells within 72 hours of blood collection.</small>
<b>VOLUNTEER DONOR</b> <small>This product may transmit infectious agents.</small>		<small>Issued 05/03</small>
<b>Rx ONLY</b> <b>PROPERLY IDENTIFY INTENDED RECIPIENT</b>		<small>Affix Collection/Processing I.D. Label Here</small>
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**phase #5**  
**TEST / PRESENT**


 **5' / 2'**

***You have 5 minutes to think about how your group will present or make other participants experiment your solution. You will have 2 minutes to present or test your solution with the whole group.***

Collection Date


Unit Number

EXPIRES



ANTICOAGULANT  
CITRATE  
PHOSPHATE  
DEXTROSE  
SOLUTION

**AS-5 RED BLOOD CELLS**  
**ADENINE-SALINE ADDED**  
**16.7mEq Sodium Added**  
From 500 mL  
CPD Whole Blood  
Store at 1 - 6° C



75 mL Anticoagulant Citrate Dextrose Solution USP for 500 mL of blood. Each 75 mL contains 1.70 g Dextrose (monohydrate), 1.84 g Sodium Citrate (dihydrate), 1.84 g Citric Acid (anhydrous), 1.84 g Monobasic Sodium Phosphate (hydrate) USP.

CAUTION : Add OPTISOL to 1 Cells within 72 blood collection.

Issued 05/03

Affix Collection/Processing I.D. Label Here



Rx ONLY

PROPERLY IDENTIFY INTENDED RECIPIENT

Manufactured by :  
**TERUMO CORPORATION**  
Tokyo, Japan

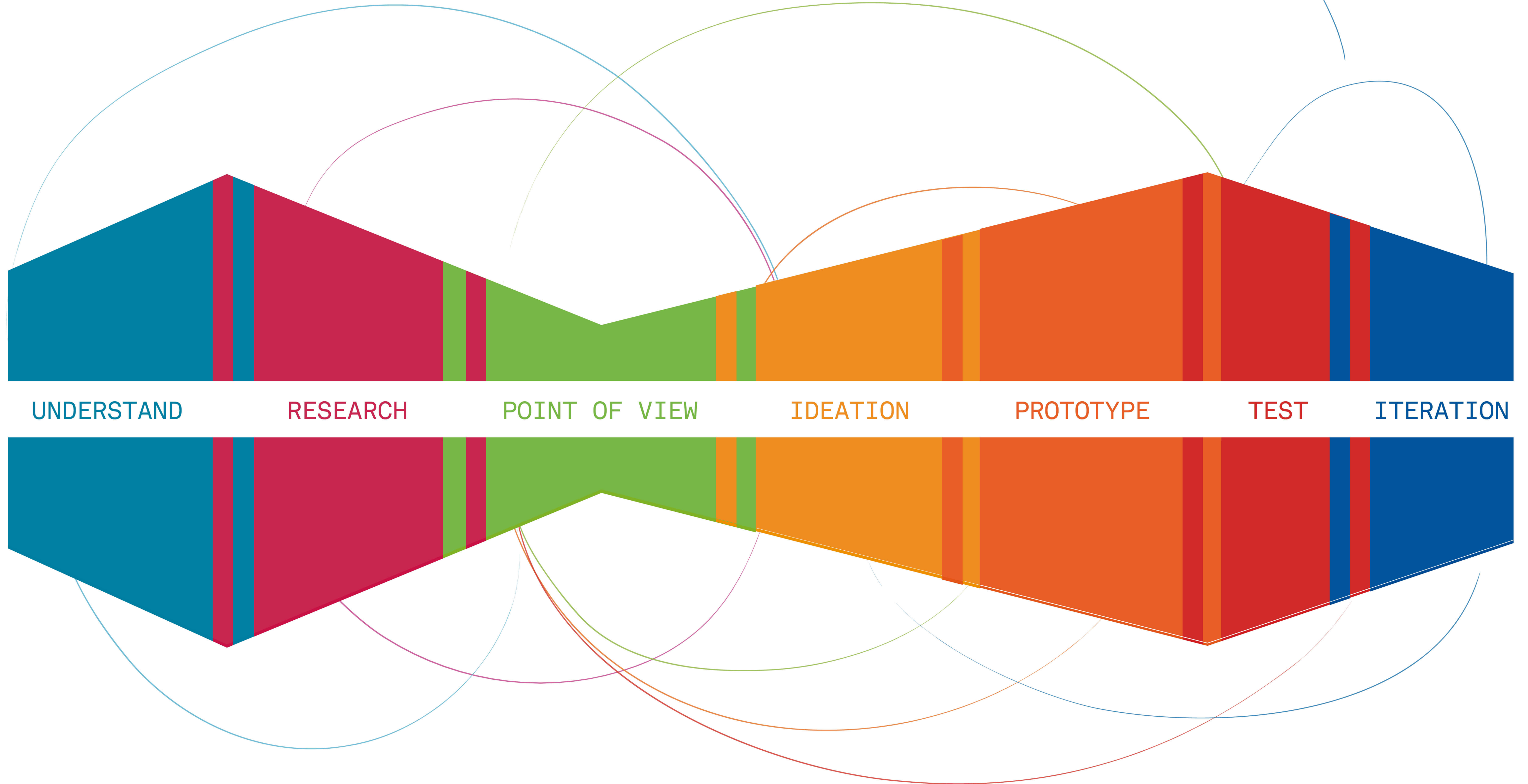
LOT NO. 060110GA

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iterations



# Design Thinking Experience

**Next Courses:**  
SYDNEY  
MELBOURNE  
BRISBANE  
SAO PAULO  
RIO DE JANEIRO  
LISBON

**More info: [www.schoolofdesignthinking.echos.cc](http://www.schoolofdesignthinking.echos.cc)**