DEVELOPING MY TOPIC

Maya Kapur • 10 Sept 2020
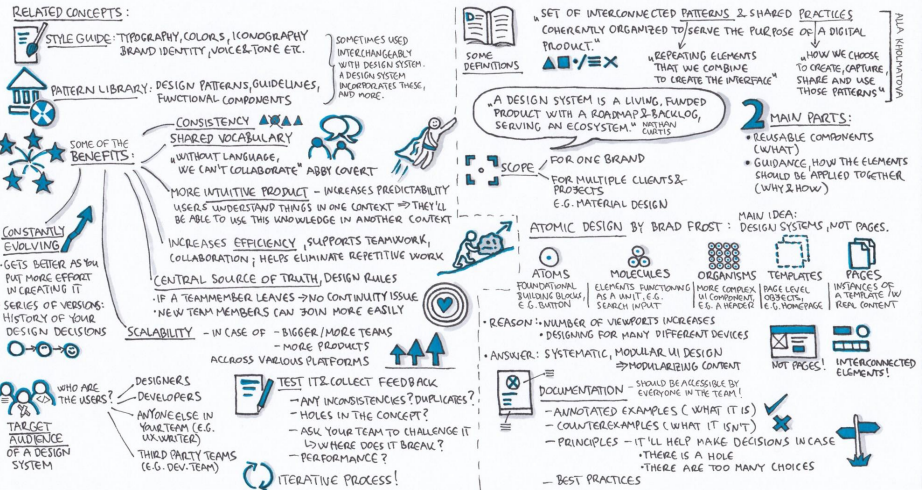
- Disrupting systems with innovation is the future
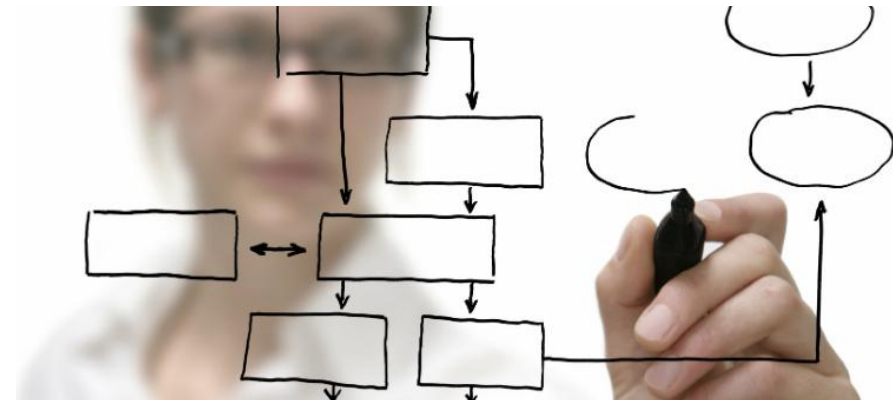- In previous classes, we are able to map a system
- Systems are everywhere

- Four key elements: processes, data, tools, and organization
1. Start with a bird's eye view of how design impacts a brand or business.
2. Then, contemplate the role of design with cross-functional teams and other designers.
3. Finally, consider how design affects the product and users at a particular moment.

- As designers, we create for systems. If we don't understand how to map them and how they work, we can't design for them.
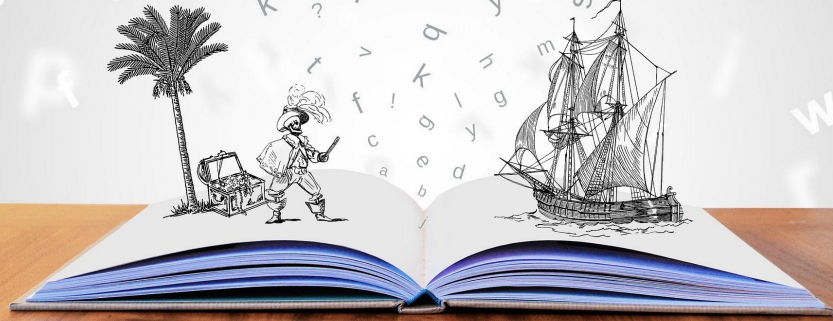- In actuality, it is an ecosystem

- The concept of "Systems Thinking" originated in 1956
- Professor Jay W. Forrester at the Sloan School of Management at MIT
- Computer simulations and different graphs and diagrams to illustrate and predict system behavior

- In terms of what I want to do with my career, I enjoy having my hand in each part of the process (start to finish)
- In a previous internship, they had trouble with project turnover because there were major lags in the process
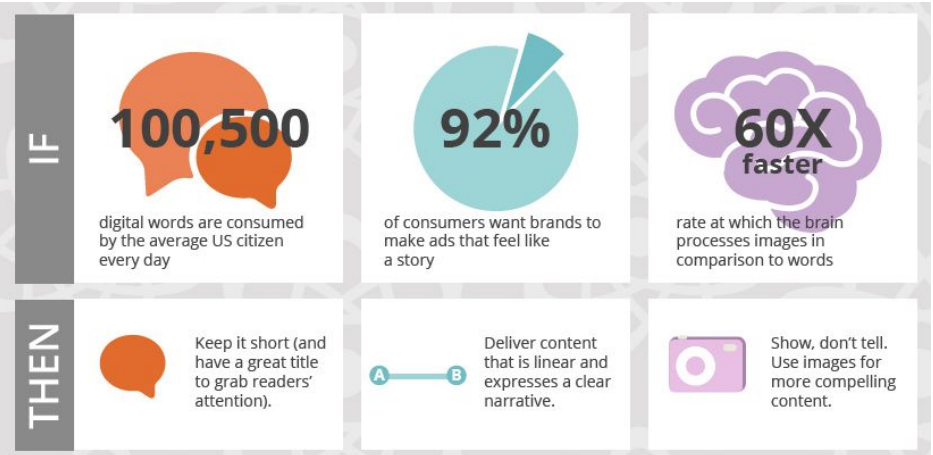- Many design industries lack improvements in technology

- Stages: empathize, define (the problem), ideate, prototype, test
- 69% of design–led firms perceive the innovation process to be more efficient with design thinking.
- 71% of organizations that practice design thinking report it has improved their working culture on a team level.

- A designer is able to know the project start to finish
- Innovation is constantly improving, and it is called a process because it isn't something that is finished

- Long history of trying to "scientise" design and its process since the 60s
- Asking the right questions, collaboration

- I am a part of Toastmasters, which focuses on crafting an engaging story
  - It is something I've wanted to work on
- It has been around forever and has a great history

- Storytelling is a powerful tool if a brand or company can harness it.
- They are universal

- Stories are recognizable patterns, and in those patterns we find meaning.
- We use stories to make sense of our world and to share that understanding with others.