

Design Thinking in Asia : Agenda + Format

THE PROTOTYPE

We plan to have four general sessions based on themes arising from what participants have been sharing with us since DTIA 2016. Saturday is designed to provide an overview of Design Thinking with case studies and lots of interaction. Sunday is designed for emergent Design Thinking topics and designing your life. We will also be introducing a new tool - Design Thinking Navigator to help us identify where we are on the DT road map and how we can move forward together as a community.

Oct 14 / Saturday AM Design Thinking in Business

Oct 14 / Saturday PM System Level Design Thinking (Policy, Government and Education)

Oct 15 / Sunday AM Emergent Design Thinking Applications

Oct 15 / Sunday PM Designing Your Life

VENUE: The Innovation Think Tank, The Innovation Tower of the Hong Kong Polytechnic University

SATURDAY

08:30 Registration + Small Bites
09:15 Round 1 Intro + Kickoff
10:35 Break
10:45 **Design Thinking in Business**
11:35 Case Discussion
12:15 Get Lunch
12:45 Unconferences
13:45 **System Level Design**
16:00 Break
16:15 Call to Action + Debrief

SUNDAY

08:30 Registration + Small Bites
09:30 Saturday Highlights
10:00 **Emergent Design Thinking Applications**
12:05 Get Lunch + Round 2 Intro
12:45 Unconferences
13:45 **Design Your Life**
Break
16:00 Individual Reflection + Project Sharing
16:45 Debrief + Voting
17:25 Optional: Discussion on Future of DTIA

WORKSHOP FORMATS

TALKS

Our speakers bring tremendous experience and insight with them. They are keen to share this with you and the community. Their talks will be 25 minutes long with time for questions and discussion.

WORLD CAFE

The [world cafe method](#) will be the foundation for our small group discussion on a case presented by **Speaker (XX)** in the topic Design Thinking in Business . We will rotate through, in groups, three key questions pertaining to the session theme, followed by a report out by our table hosts.

UNCONFERENCE

We have heard from DTIA participants that what they treasure most is the sharing of knowledge and experience with other fellow Design Thinkers. We have invited a few Design Thinkers to lead small group discussions on a variety of

topics. Feeling a sudden urge to explore a topic with a small group on the day? At registration each morning, propose a topic on the unconference board! We will have two sessions (30 minutes each), during lunch times, for participant initiated discussions.

SESSION 1 : DESIGN THINKING IN BUSINESS / Saturday, October 14, 2017 : 10:45 - 12:15

Design Thinking for the Businesses of Tomorrow (Only for the Brave Ones) IBM has a strong culture of utilizing Design Thinking in every fabric of our organization and iX team is the evangelist within. Michael Tam, UX Design & Creative Lead, Learn through stories and anecdotes on how the renegades and realists at IBM iX work at the intersection of progressive strategy, creative vision and transformational technology to tackle the biggest business challenge – “tomorrow”. Are you ready for it?
IBM iX

How I created an award winning product for XiaoMi Hear about how Chris, Co-founder Aetheris, a Xiaomi eco-system company, turned an air pollution mask, a mundane health product into Airpop, an award-winning item, which combines both functionality and fashion. Airpop has won numerous accolades such as the iF Design Award and IDEA Award.
Chris Hosmer (Co-Founder, Aetheris, Former MD, Continuum Shanghai)

Case Study + World Cafe In small groups, we will rotate through three discussion topics. Table hosts will report out headlines afterwards.
Speaker: TBC
Facilitators : TBC

SESSION 2 : System Level Design / Saturday, October 14, 2017 : 13:45 - 16:00

At the intersection of design and government policy for change (I) We will build on the discussion of the designer, at the system level, using a design thinking approach within multi-stakeholder collaborative groups to address complex problems such as sustainability and next economy. There will be a focus on policy and its role in transformative innovation.
Susan Evans, Founder and Chief Strategist, Innovate2sustainability

Remaking Singapore Agnes and Mark will each bring his or her own unique spin to the topic, illustrating how design policy makers and design practitioners in Singapore collaborate to help organizations see the value and impact of design and nurture the growth of innovation through the use of design.
Agnes Kwek, Executive Director, Singapore Design Council, Former Director of Corporate Transformation, LTA AND
Mark Wee, Principal, ANNEX A/ and Adjunct Faculty, ISS-NUS

From Transit Design to Transcending design.

Iñaki Amate

Managing Director Fjord Greater China

While design is on its way to become another commodity profession and a buzzword, many designers are raising their concerns about the real purpose, meaning and consequences of what we do. Transit design opens the debate about the role of designers into helping societies to transition and evolve. But should we go beyond and consider a broader concept of “transcending design” to talk about designing systemic solutions that take into consideration multiple stakeholders beyond us, the humans, and beyond our limitations? Are we ready for it?

At the intersection of design and government policy for change (II)-Workshop

Susan Evans, Founder and Chief

Strategist, Innovate2sustainability AND

Richard Kelly, Li and Fung, Former MD

IDEO Asia

This interactive session will continue to explore and build on the topic by involving representatives from industry, design, policy and academia who bring a wide scope of experience and perspectives.

Session 3: Emergent Design Thinking Application / Sunday Oct 15, 2017 10:00-12:00

TBC Architecture & Design Thinking

Mark Wee

Principal, ANNEX A/ and Adjunct Faculty,

ISS-NUS

Human beings think in a linear fashion – we take, make and we dispose. What if we change our way of thinking and bend the two ends of a linear line to form a circle? What if we can continue to create and do things as much as we like without doing harm to the planet? IDEO Meija and Lauren will take us on a journey of learning and change and to design just a bit differently.

The Way to Design: Three Surprising Lessons from the Process Behind the Book

Melissa Miranda

Entrepreneur in Residence at Foundation

Capital and Lecturer, Stanford d.school

In May 2015, entrepreneur and designer thinking Melissa Miranda got a call. It was Steve Vassallo, an investment partner at Foundation Capital and IDEO alum (the original designer VC), "You're a designer founder, I need your help on a design thinking project on designer founders," With 3 parts elation and 1 part panic, she agreed, and that was the start of a momentous year leading research for Steve's book, The Way to Design, the guide for aspiring designer founders and non-designer entrepreneurs who understand that design is critical to create enduring companies. Come hear the three surprising things she learned as she takes us behind the scenes, interviewing 50 designers and scholars, synthesizing 250 pages of transcripts into 5 pithy insights, making dozens (and dozens) of prototypes, while all along realizing that design thinking was not quite what she thought it was.

TBC Below the Iceberg
Karwai Ng

SESSION 4: Designing Your Life / Sunday Oct 15, 2017 13:45-15:45

Designing Your Life

Emily Ma
Lecturer in Management, Stanford
University, Former Program Lead, IDEO

As designers and design thinking practitioners we apply mindsets and methods to products, services, environments, businesses and even governments! There is, however, an even more important challenge to design for : our own lives. The same methods and mindsets - being curious, trying stuff, reframing problems, honoring process, and asking for help - apply to ourselves and our continuous journey in articulating purpose and meaning. This interactive session introduces you to the best content drawn from Designing Your Life, a book by Stanford Professor and Electronic Arts founder Dave Evans, along with research-inspired exercises from Rethinking Purpose, a Stanford Business School course.

UNCONFERENCE: (Confirmed - more to be added)

Topic Leader

KarWai Ng
Design Strategist, Sapient Razorfish

Topic

Below the Iceberg - Reassessing value in the world of digital copy cats.

Perry Lam

Chief Excellence Officer, LAM Institute
Ltd.

Art of Business Story-telling

Kai Haley

UX Designer, Lead of Design Relations
and Sprint Master Academy, Google

How to measure the impact of Design Thinking and sustain
Design Thinking in organizations

May Sripatanaskul

CEO and Co-Founder LUKKID

Duo track Design Thinking in Thailand: Business and Social
Co-creation

Scott Lee

Managing Director, ABNimpact

How to sustain consumer involvement through the Design
Thinking Process - Bringing online and offline consumer
engagement together

Gianluca Cinquepalmi

Associate Chair of Communication Arts
SCAD Hong Kong

Timeless vol.1: Five fundamental business design principles

Betty Lin

Associate Professor of Business
Education, The Hong Kong University of
Science and Technology

How to help Asian students Design Think when they grow up
“spoon fed”?

Siraarpa Pla Siriviriyakul

Deputy Managing Director, Sapprawan
Elephant Sanctuary/ Designing Impacts

Design Thinking and Elephant Sanctuary