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Emergence? Design Strategies for a Live-Programming System -- Part 3: Enhancement through Design Thinking -- Chapter 9. What is Design Thinking -- Chapter 10. NeuroDesign: Greater than theSum of its Parts -- Chapter 11. A Neuroscience Approach to Women Entrepreneurs' Pitch Performance: Impact of Inter-brain Synchrony on Investment Decisions -- Chapter 12. Priming Activity to Increase Interpersonal Closeness, Inter-brain Coherence, and Team Creativity Outcome -- Chapter 13. Design the Future with Emotion: Crucial Cultural Perspectives -- Part 4: Design Thinking Best Practices and Strategy -- Chapter 14. Opportunities and Limitations of Design Thinking as Strategic Approach for Navigating Digital Transformation in Organizations -- Chapter 15. Designing Innovation in the Digital Age: How to Maneuver Around Digital Transformation Traps -- Chapter 16. Facets of Hybrid Education -- Chapter 17. Design Thinking Transfer Gap: Differences between Knowledge and Application of Design Thinking in the Organizational Environment -- Chapter 18. A Genealogy of Designing as Performance.

| Sommario/riassunto | Extensive research conducted at the Hasso Plattner Design Thinking Research Program at Stanford University in Palo Alto, California, USA, and at the Hasso Plattner Institute in Potsdam, Germany, has yielded valuable insights on why and how design thinking works. The participating researchers have identified metrics, developed models, and conducted studies, which are featured in this book and in the previous volumes of this series. This volume provides readers with tools to bridge the gap between research and practice in design thinking, together with a range of real-world examples. Several different approaches to design thinking are presented, while acquired frameworks are employed to understand team dynamics in design thinking. The contributing authors introduce readers to new approaches and fields of application and show how design thinking can tap the potential of digital technologies in a human-centered way. The book also presents new ideas on neuro-design from StanfordUniversity and the Hasso Plattner Institute in Potsdam, inviting readers to consider newly developed methods and how these insights can be applied to different domains. Design thinking can be learned. It has a methodology that can be observed across multiple settings. Accordingly, readers can adopt new frameworks to modify and update their current practices. The research outcomes gathered here are intended to inform and provide inspiration for all those seeking to drive innovation – be they experienced design thinkers or newcomers. It is the last in a series of 14 volumes published over the past 14 years, reflecting the successes of the HPI-Stanford Design Thinking Research Program. Many thanks to the Hasso Plattner Foundation for its valued support. |