

# INSIDE SCOOP Vol.3



Oct 5th, 2017

Dear Fellow Design Thinkers,

Welcome to your final Inside Scoop on Design Thinking in Action - Asia 2017. 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 / Sat AM Design Thinking in Business**

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

**Oct 15 / Sun AM Emergent Design Thinking Applications**

**Oct 15 / Sun PM Designing Your Life**

## VENUE & RUNDOWN

### Venue:

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

Our latest Participant List: [ [Link here](#) ]

### 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**  
15:45 Individual Reflections  
16:00 Project Sharing  
16:30 Debrief + Voting  
17:10 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 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)**

Michael Tam, UX Design & Creative Lead, IBM iX

IBM has a strong culture of utilizing Design Thinking in every fabric of our organization and iX team is the evangelist within. 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?

### **How I created an award winning product for XiaoMi**

Chris Hosmer (Co-Founder, Aetheris, Former MD, Continuum Shanghai)

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.

### **Case Study + World Cafe**

In small groups, we will rotate through three discussion topics. Table hosts will report out headlines afterwards.

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



**At the intersection of design and government policy for change (I)**

Susan Evans, Founder and Chief Strategist, Innovate2sustainability

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.

**Remaking Singapore**

Agnes Kwek, Executive Director, Singapore Design Council, Former Director of Corporate Transformation, LTA Singapore AND

Mark Wee, Principal, ANNEX A/ and Adjunct Faculty, ISS-NUS

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.

**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**



**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.

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

**(TBC) Designing Your Life**

Emily Ma, Stanford Engineering Lecturer, Former Program Lead, IDEO

In this interactive 2 hour session, you will get to design your life! You will first dig deep to define who you are (Build your Compass and Good Time Journal), ideate possible life options in a Mindmap and create 3 different lives for yourself using the Odyssey Plan.

UNCONFERENCE TOPICS: (more to be added)

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

KarWai Ng, Design Strategist, Sapient Razorfish



**Art of Business Story-telling**

Perry Lam, Chief Excellence Officer, LAM Institute Ltd.

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

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

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

May Sripatanaskul, CEO and Co-Founder LUKKID

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

Scott Lee, Managing Director, ABNimpact

**Timeless vol.1: Five fundamental business design principles**

Gianluca Cinquepalmi, Associate Chair of Communication Arts SCAD Hong Kong

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

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

**Design Thinking and Elephant Sanctuary**

Siraarpa Pla Siriviriyakul, Deputy Managing Director, Sapprawan Elephant Sanctuary/ Designing Impacts

## FULL DAY IMMERSION AND MASTER CLASS

**Schedule:**

Date	Title	Speaker	Venue	Fees(HKD)
Oct 8 9:00 - 18:00	Design Thinking Full Day Immersion: for Students, Startups, Government, and Corporation	Stephen Wong	IBM HK	780 580 (Students)
Oct 13 9:00 - 13:00	Master Class: Below the Iceberg: Re-assessing Value in a World of Digital Copycats	Karwai Ng	IBM HK	980
Oct 16 9:00 - 13:00	Master Class: Google Design Sprint Workshop	Kai Haley	Google HK	980
Oct 16 14:00 - 18:00	Master Class: Design Research: Beyond Methodology	Albert Chen	Google HK	980



# REGISTRATION

If you didn't get a chance to register for our event and workshops, here's a final call to join us:

**Our old friends from DTIA 2016 [ [Please click here](#) ]**

**DTIA 2017 New Joiner [ [Please click here](#) ]**

**Full Day immersion and Master Class sign up: [ [Please click here](#) ]**

Enrolment for the classes are limited. Priority will be given to DTIA 2017 participants. Please let us know at [designthinkinginaction@gmail.com](mailto:designthinkinginaction@gmail.com) if you would like to refer someone who is not attending DTIA 2017 for the classes. We will contact them separately.

## Payment

Thank you to those who have already registered for our 2-day event and classes. We will be sending out invoices soon. Guests should confirm their payment within 3 working days upon receiving their invoice and have the option to pay through Paypal. If you have not received an invoice, please send us an email at [designthinkinginaction@gmail.com](mailto:designthinkinginaction@gmail.com).

See you at the event!

With gratitude,

Stephen Wong, Emily Ma and the DTIA Organizing Team

Supporting Organization

