

Workshop

Japan-Focused Design Thinking Workshop

November 1, 2019

The Design Studio, Columbia University Entrepreneurship, Innovation, and Design

Featuring:

Taylor Light, Design Fellow, Columbia University Entrepreneurship, Innovation, and Design; Fellow, MIT's D-Lab

Yumiko Shimabukuro, Director, Urban and Social Policy Program, SIPA

This workshop taught about design thinking and how human-centered design is a creative process to glean insights and develop appropriate solutions for tough challenges. The attendees learned how to collaboratively develop innovative and practical solutions to a variety of problems. Furthermore, they learned that this process of design is useful, not only for building great products, services, or solutions, but also for pursuing a more creative and open-minded approach to life in Japan. The instructors brought participants through specific parts of the design process, such as empathy building, user research, prototyping and testing solutions, and building creative confidence. The participants had many opportunities for interactive group work and team-building exercises to apply design thinking to challenges faced by Japan today, including work-life balancing, designing work-places women feel welcome in, and how management strategies need to change for newer generations of workers.