CHRISTIAN DESIGN thinking

Christian design thinking is a Christ-centered exploratory process that focuses on the needs of others and invites their creative collaboration in discovering innovative solutions, defined within a set of constraints. It is a solution-based, iterative approach that takes an idea, from inspiration to ideation to implementation, bringing glory to God and advancing His transforming work in the world.

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God is alive and actively engaged in this present world and calls all Christians to innovate.

Why use design thinking?
IT IS A PROCESS THAT:

- Helps to generate innovative solutions
- Reduces the risk and expense of trying new ideas
- Helps organizations learn faster
- Inspires, ideate & implement

5 PRINCIPLES OF DESIGN THINKING

1. EMPATHIZE
Focus on the needs of others, becoming aware of their context, culture, and circumstances so that you can gain insight into the challenges they are facing.

- Observe
- Listen
- Don't be interested only in your own life, but be interested in the lives of others. (Philippians 2:4)

2. DEFINE
Based on the research, develop an effective "How might we..." question that will drive the creative process to address the identified challenge.

- A point of view to "How might we..." a question
- Each of you must take responsibility for driving the creative best you can with your own "I"
- Galatians 6:5

3. IDEATE
Suspend judgment and consider your constraints as you collaborate with others. To come up with ideas that answer your "How might we..." question.

- Brainstorm
- Zoom out - Zoom in
- Select a solution
- We pray that He’ll fill your good ideas and act in faith with His own energy so that it all amounts to something (2 Thessalonians 1:11)

4. PROTOTYPE
Using the best idea, create a low-fidelity product that will help determine the feasibility of the concept.

- A simple sketch
- Roll Play
- Build a Model
- He creates each of us by Christ Jesus, to do good work for the good work He has gotten ready for us to do, work we had been foreordained (Ephesians 2:10)

5. TEST
Test the effectiveness of the idea with your target group. Use the feedback to quickly make adjustments to your prototype.

- What works?
- What doesn't work?
- Fail fast
- Take good counsel and accept correction—this is the way to live wisely and well (Proverbs 19:28)

Design thinking
AN ITERATIVE PROCESS

The 5 principles of design thinking are applied in a non-scientific, cyclical process, where each idea is refined with each iteration, improving the final design or product.

FURTHER READING

- Change by Design
  Tim Brown
- Creative Confidence
  Tom & David Kelley
- The Lean Startup
  Eric Ries
- The Opposable Mind
  Rodger Martin

We must have new and more ingenious inventions of every kind.

William Booth
Co-founder of The Salvation Army