

Preface

In this volume of Design Thinking Research, ‘Building Innovation Ecosystems’ // ‘Building Multilateral Innovation Ecosystems’, the results are combined of the Design Thinking joint venture of the Hasso Plattner Institute of Design located at Stanford University in Palo Alto, California, USA, and the Hasso Plattner Institute for IT Systems Engineering located in Potsdam, Germany.

Design Thinking is everywhere. Every approach in normal life to find solutions for everyday problems involves thinking. Synthesized thinking with specialized procedures conducted in the best practical manner reflects the results in this book.

Nevertheless, the goal of this book is not only to show what’s possible in the field of Design Thinking but also to show how and why it works so well. Therefore, this book collects multiple points of view on multiple problems, companies and technologies as well as the solution for wicked and real-world problems, views of the management position on Design Thinking and the advantage it can achieve for engineering software projects or even building prototypes in manufacturing.

Design Thinking is no unyielding concept. It’s a way of interacting within your environment, of interacting with your colleagues and friends and, of course, it’s your own physical and mental interaction in a differentiated and fast-paced world; in short, it’s an ecosystem, where innovations are nurtured to growth. The methods, techniques and considerations of the specialties of Design Thinking help to organize the world. This means to see what’s happening and to react accordingly in the world and to construct a way out of complex problems, which usually have not only one simple solution but often a multifaceted, correspondingly complex one.

This book not only formulates many ways out of complex problems and situations but also shows, either explicitly or implicitly, what can be done with an open mind, a clear vision and the strength to envision problems as challenges and to foster ways of solution-finding.

That’s what this book is about and that’s what the Hasso Plattner Institutes are about: a clear vision with energy and strength to find solutions where others give up.

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