

P / REFERENCES OF DESIGN

ENTREPRENEURSHIP THROUGH DESIGN: RECOMBINING THE DESIGN PROCESS WITH METHODS AND TOOLS FROM OTHER DISCIPLINES IN PROJECT- BASED ACTIVITIES.

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**KEYWORDS | ENTREPRENEURSHIP THROUGH DESIGN, DESIGN PROCESS, STRATEGIC DESIGN,
INNOVATION AND DESIGN, SOCIAL RESPONSIBILITY**

ABSTRACT | This paper wants to present how our programs in Design support the next generation of Designers to be system game-changers, encouraging our students to work in an interdisciplinary way, combining tools and mindsets from different disciplines in project-based activities. Innovation is the temper of business design, but Innovation is not “only” in the solutions most of the time, it stays in the process of creating the right “environment” for ideas generation.

The paper presents how the Master in Business Design wants to create connections between the worlds of business and design, showing our didactic methods and, as applied research, some students’ projects that present new business models and strategies. Business Design, by definition, is a course that taps into different disciplines (e.g., marketing, design, sociology, law, etc.), creating an ever-changing didactic context and pushing us, as professors, to create an open context to push the spillover of ideas.

The projects were developed during our “Entrepreneurship Through Design” workshop, a laboratory-based course of two months in which our students, who come from different backgrounds, working experiences, and cultures, can create their ideas for new businesses from zero with the help of professors and professionals. We recognized the importance of creating a framework that is open and can accommodate the differences within heterogeneous teams and takes advantage of the strengths and potential offered by varied backgrounds and cultures. We aim to guide our students to become connectors, translators, integrators, or “chameleons.” During the workshop, they test themselves with new methods and tools, decoding and recombining them during the design process. They envisioned new scenarios, pushing the boundaries of the creative industry, but, in the end, they developed their ideas taking into consideration the real needs and feasibility of the design solutions.

The projects selected for this paper, both on Social Responsibility and on “Inclusivity and Overcoming the Stigma,” will show how important it is to contaminate our experience working with a transdisciplinary approach, sharing ideas, and pushing brainstorming activities. The outcomes, most of the time, are completely different from what one would expect from the addition of the students’ competencies because the students tested themselves in new challenges, hybridizing their design process with new visions and tools. Still, most of all going through the process together as a team.

The main topics of this paper will be Entrepreneurship and Innovation in Design Culture, decoding, integrating, and recombining methods and tools into the Design process, and Inclusivity and Social Responsibility in new projects as Design goals.

FOCUS:

How Can We Push Innovation by Design?

- Decoding and recombining the design process in project-based activities.
- Supporting the next generation of designers to be game-changers.
- Encouraging our students to learn, decode and experiment.



CONTEXT:

Create a Fertile Context for Ideas Generation

The format:

- Combining multidisciplinary teams
- Pushing the spillover of ideas
- Teaching different methods and tools
- Giving the structure of the workshop



CONTEXT: Multidisciplinary TeamsCumulus
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With the aim of training “Hybrid Designers,
Translators and Connectors”,
the **New Entrepreneurs**
through a **Transdisciplinary Approach**

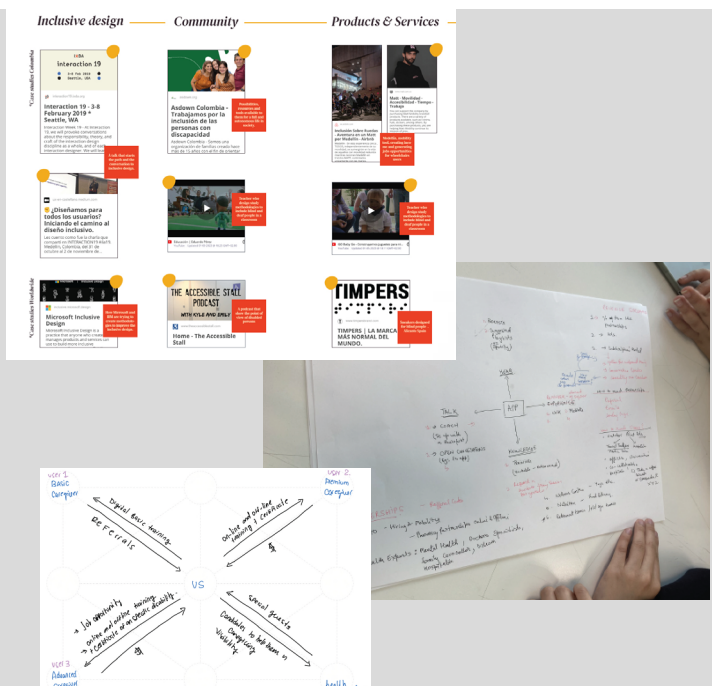
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HOW:

Entrepreneurship Through Design

Project Based Activity:

students need to design strategies to launch in the market new business ideas, through means of design methodology, sensitivity and entrepreneurship culture with the help of professors and experts.



HOW:

Entrepreneurship Through Design

The structure of our workshops:

5 weeks

4 design phases

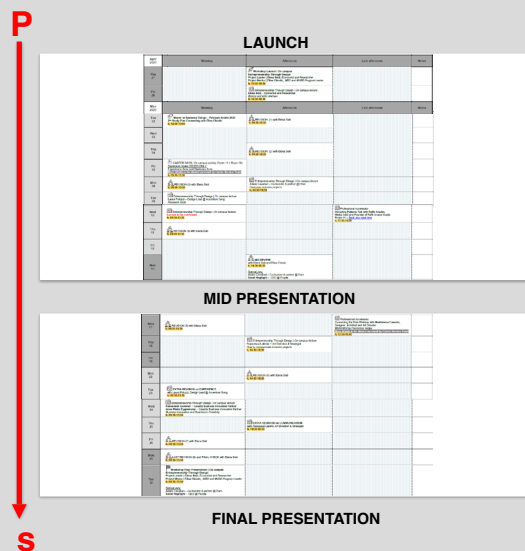
Launch/MID/Final Presentation

8 Theoretical-Practical Lectures/9 Revisions

1 Project leader

Multidisciplinary teams

Company Led/ Internal challenge



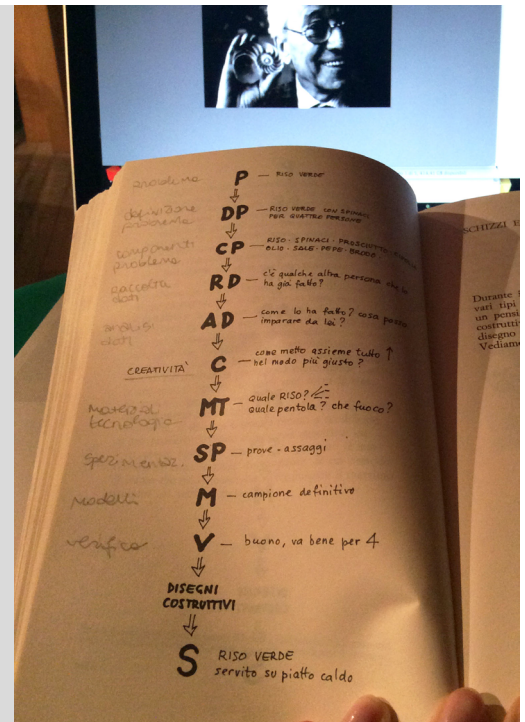
HOW:

The Process! From Bruno Munari Method to us

"Il metodo progettuale non è altro che una serie di operazioni necessarie, disposte in un ordine logico dettato dall'esperienza"

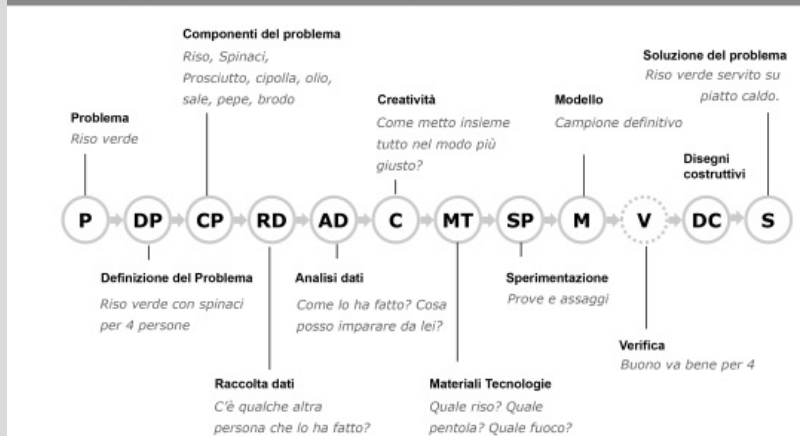
"The design method is nothing more than a series of necessary operations arranged in a logical order dictated by experience"

Munari (2018, pp. 16–17)



HOW:

METODOLOGIA DEL DESIGN. BRUNO MUNARI



P // problem - Green rice

DP // definition of the problem - Green rice with spinach for four people

CP // components of the problem - Rice, oil, spinach, ham, onion, oil, salt, pepper, broth

RD // data collection – Is there anyone else who has already done this?

AD // data analysis – How did you do it? What can I learn from her?

C // CREATIVITY – How to put everything together in the right way?

MT // materials technology – Which rice? Which pot? What fire?

SP // experimentation – Tests, tastings

M // models – Final sample

V // verification – Good, good for 4

Construction drawings

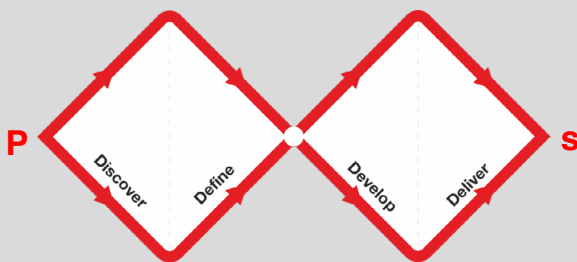
S // solution – Green rice served on a hot plate

Munari (2018, pp. 62)

CREATIVE PROCESS:

Decoding, Integrating, and Recombining Methods and Tools into the Design Process

Starting from a Model. An example: the Double Diamonds process by the Design Council.

**First and Second Phases: Discover and Define**

customers profile analysis, customer journey analysis, competitors arena, market trends, market size, insights, critical success factors, ideas generation, ...

The result is to create a design brief which clearly defines the challenge based on these insights.

Third and Final phases: Develop and Deliver

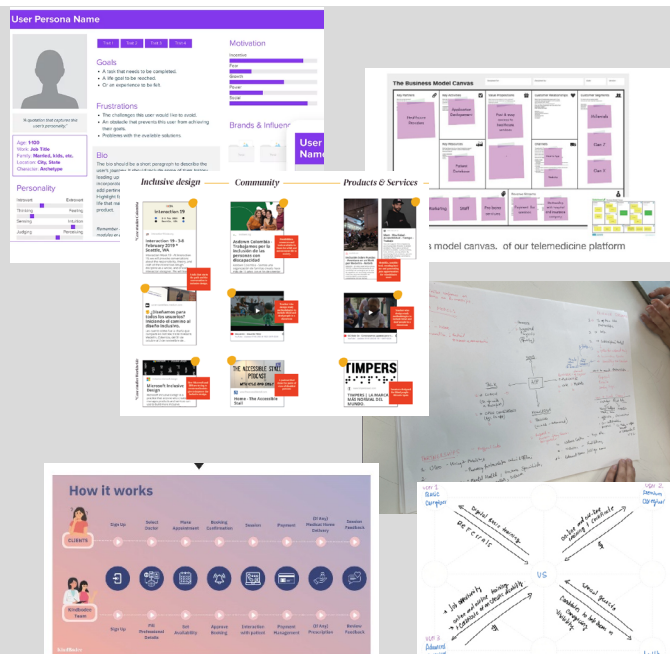
value proposition, business model, organizational structure, branding, feasibility aspects, social and business KPI, prototyping, go to market strategy, communication strategy, business pitch(...)



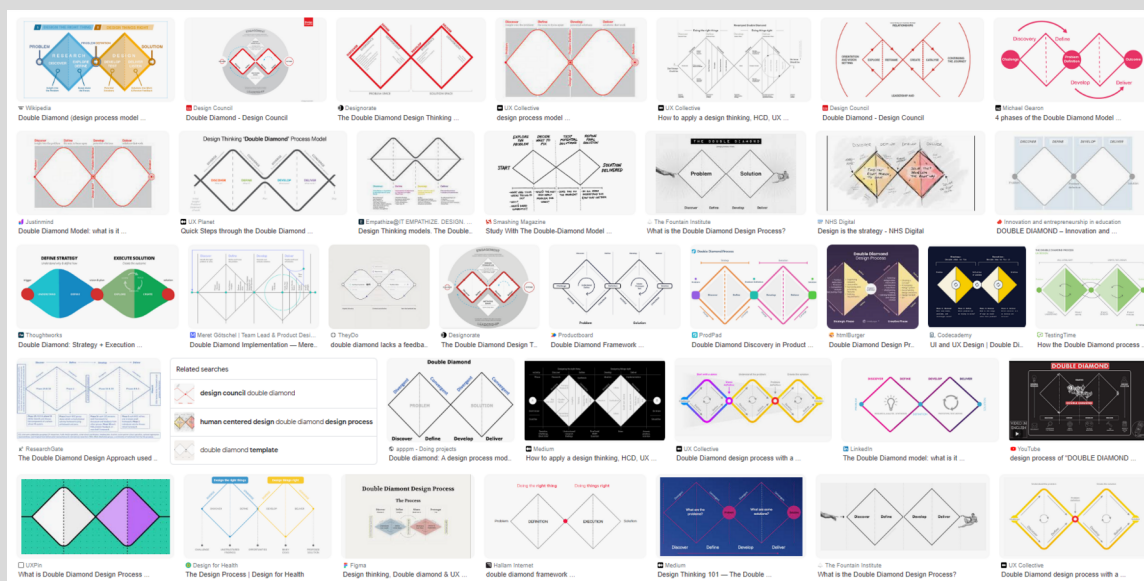
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CREATIVE PROCESS:

Tools chosen based on the challenge and the Industry, trying to give different perspectives and methods to inform and nurture the design process.

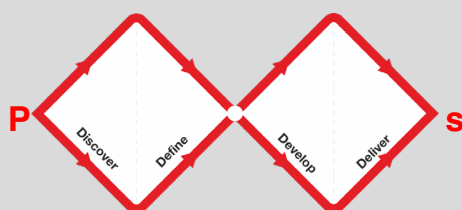


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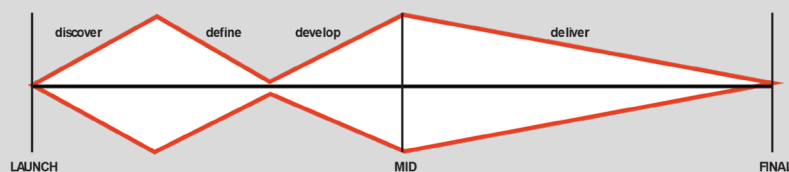


HOW: Double Diamonds Adapted within the Format of our Workshops

Entrepreneurship Through Design



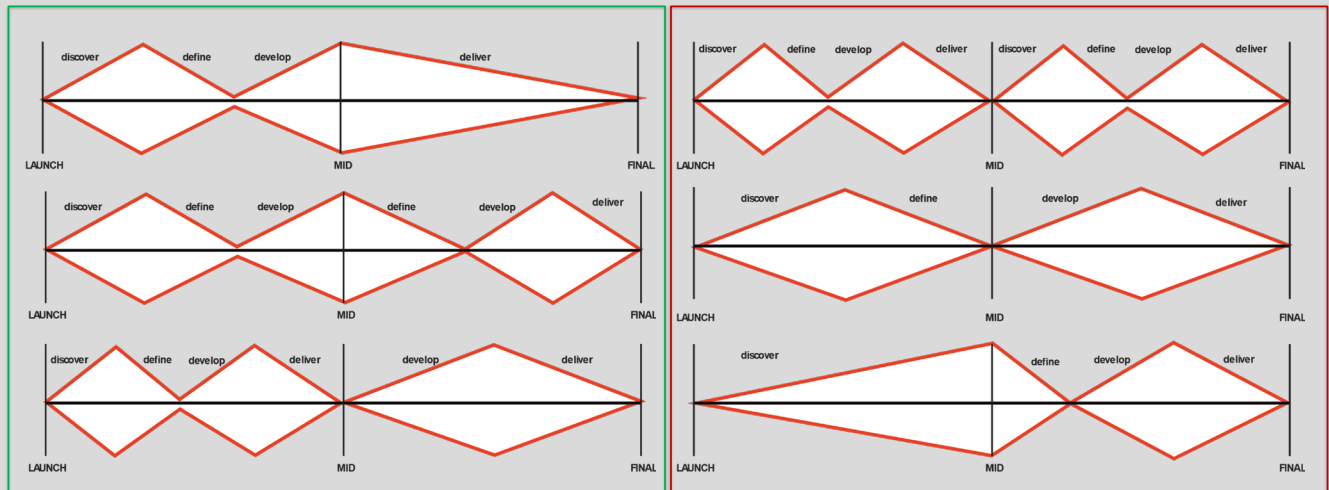
FROM
THIS



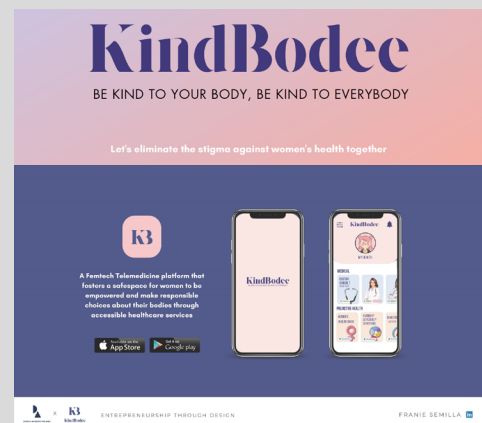
TO
THAT



HOW: Examples of Emerged Patterns



STUDENTS' PROJECT EXAMPLE:



STUDENTS' PROJECT EXAMPLE:

Did you know that 1 in 5 women don't seek help for women's health related problems

KindBodee

BE KIND TO YOUR BODY, BE KIND TO EVERYBODY

Let's eliminate the stigma against women's health together

"This commendable project addresses a genuine societal concern, namely the stigma surrounding topics related to women in the Asian market. It amalgamates design and strategic elements within a compelling business model and service framework."

Academic Committee (internal and external faculty)



AN EXAMPLE OF OUR STUDENTS PROCESS BOOK: Learning and Decoding Methods, Design and Business Tools

LAUNCH

Our mission is to create a platform for women's health and well-being. We are focused on creating a platform that is easy to use and accessible to all women.

INCLUSIVITY

STIGMA

Discover

For this project we used the design thinking process to explore the needs of women's health. We conducted research and interviews with women and healthcare professionals. We identified the following trends:

- Rising Women's Health Trends of 2023
- Healthcare professionals
- Women's health

Define

Designing the idea of a telemedicine platform in this book involves some competitor / direct and try to create a business model canvas.

Business Model Canvas

KindBodee is a for-profit social enterprise. It is a platform that connects women with healthcare services. The business model includes:

- Independent Doctor
- KindBodee
- CSR
- Big Data

Design

Our mission is to create a platform for women's health and well-being. We are focused on creating a platform that is easy to use and accessible to all women.

Design

KindBodee is a for-profit social enterprise. It is a platform that connects women with healthcare services. The business model includes:

- Independent Doctor
- KindBodee
- CSR
- Big Data

MID

For this project we used the design thinking process to explore the needs of women's health. We conducted research and interviews with women and healthcare professionals. We identified the following trends:

- Rising Women's Health Trends of 2023
- Healthcare professionals
- Women's health

Define

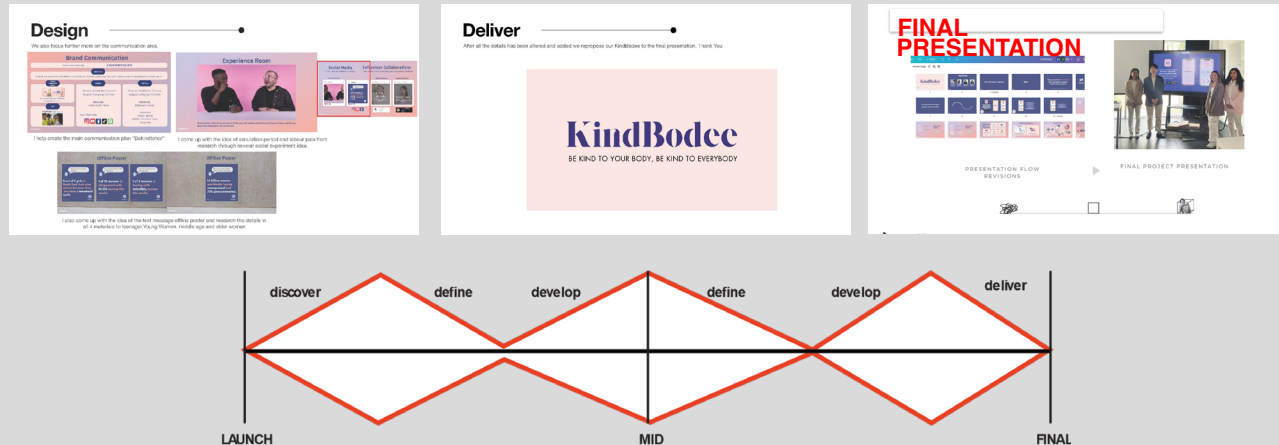
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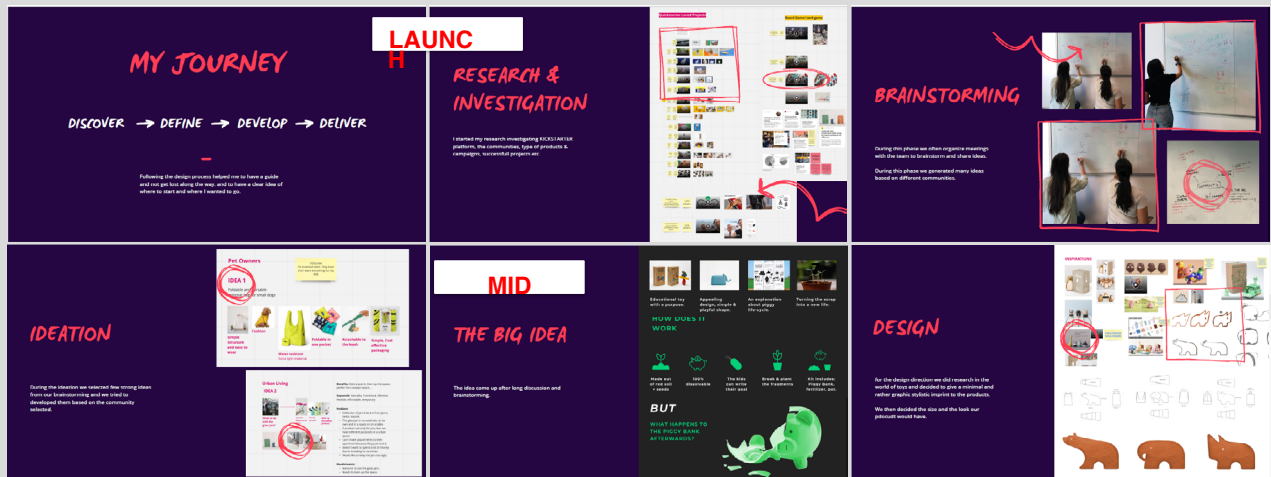


STUDENTS' PROJECT EXAMPLE:

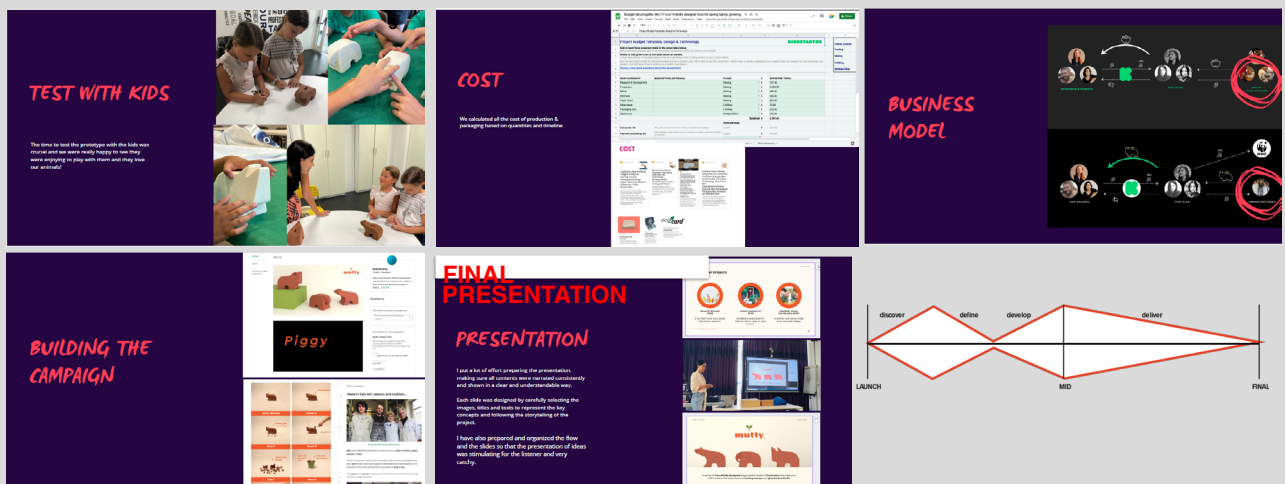
The project example for 'mutter' piggy banks includes the following elements:

- Video:** A video showing three red piggy banks with different animal shapes (bear, elephant, pig).
- Text:** A series of beautifully designed piggy banks made in Terrarossa that help your kids to learn the importance of saving money and give back to Earth.
- Process Book Spread:**
 - The Idea Origin:** Why? It helps the kids to understand the value of money and saving. It engages the kids in setting short-term goals for their first personal purchase. Building expectations and excitement around the idea of "breaking the Piggy Bank".
 - The Inspiration:** Eco-friendly in India. Red soil clay + seeds. Dispositive with water. Green plants.
 - Business model:** A flowchart showing the process from idea to product.
 - Conscious Parents:** Why? They make ethical and sustainable choices. They are conscious of the environment and society. They want to teach their kids the same values.

AN EXAMPLE OF OUR STUDENTS' PROCESS BOOK: Learning and Decoding Methods, Design and Business Tools



AN EXAMPLE OF OUR STUDENTS' PROCESS BOOK: Learning and Decoding Methods, Design and Business Tools



How Can We Push Innovation by Design?

- Working in **Multidisciplinary Teams**
- Providing a **Format**, the workshop, with custom tools
- Giving a **Process** and its components as “building blocks” that could be adapted by the students and reinterpreted within the format to achieve the goal.



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Redefining Data Boundaries
Bridging Design and Economics
Speculative Perspectives
The Power of Immersion
The Future of Well-being
Taming Entropy: Systems Design for Climate and Change
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