

MPHTI 14.35.09

Z.B. Boztay¹, A.T. Shukirzhan²

^{1,2}*L.N.Gumilyov Eurasian National University, Astana, Kazakhstan*
(E-mail: ¹zamza09@mail.ru)

Development of Design Thinking Abilities

Abstract: Each person wants to think creatively. Each company wants to sell products that are in demand. Therefore, for developing mind creatively the roll of “Design thinking” is huge. There in article about design thinking will be given some tips from David Kelley who is considered as a father of design thinking. The idea of “design thinking” was first formulated by Herbert Simon in 1969 in his book “The Sciences of the Artificial” then he opened “D school” at Stanford University for developing design thinking among students. Moreover, in the article will be considered some tips for using design thinking by taking ideas from surrounding from the book “Steal like an artist” written by Austin Kleon. Furthermore, to promote design thinking in your workplace or between colleagues was given some advice from the book “Delivering Happiness: A Path to Profits, Passion, and Purpose» which was written by Tony Hsieh. Also design thinking widely used in Architectural design to build new modern buildings without damaging old ones. Design thinking exploited everywhere and anywhere where creativity and developing is used.

Key words: promoting design thinking, creative, developing mind creatively, taking ideas from surrounding, innovation, ideas.

It is the time of innovation and development. The idea that was new a week ago is a history today. Therefore, all countries and all companies attempt to innovate different creative products to attractive more and more attention of humans. Because now in the world so many new competitive companies that discover newest ideas every single day.

In this fast-paced world, innovation based on competition to get more cash, marketability. For example, “Apple”, “Alibaba”, “Adaptive Path” and other successful companies coming up with new ideas that immediately globalized (Maurício Vianna, August, 2012). How they conquer the world with new ideas? Where do they get creative ideas? [1].

To find a creative idea you need to think correctly. How we can succeed it? Now, to understand deeply more in this phenomenon of creativity, we must find the meaning of dynamic concept ‘design

thinking' that completely oblige to the user-oriented, service and business design. Design thinking is a methodical term to handling issues and generating creative possibilities. The concept “design thinking” pertinent to different sphere. For instance, if you want to set up new business, increase your level of work, create new product or update something this term connects everywhere. It means that the design principles promote importantly in lifting the success level for innovation and entrepreneurship.

In 1969, Herbert Simon says that “design can be a way of thinking and the design is too important to be just leave it to the designers” and in 1986 roll fast expanded to say that it is a method of creative action (Shafri, 2016) [2].

David Kelley considered as a father of design thinking. The idea of “design thinking” was first formulated by Herbert Simon in 1969 in his book “The Sciences of the Artificial”. In 1991, he together of his colleagues founded the first commercial company, which solves the problems by using “design thinking” methodology. The company called “ideal”. He was CEO up to 2000 and in 2004 he came back to the Stanford University and established the first school which teach students how to solve the problem using design thinking. It is a design school called “D school”. At Stanford University students develop their creative thinking skills every day and Hasso Plattner said “At Stanford, we teach “design thinking” - that is, we put together small, interdisciplinary groups to figure out what the true needs are and then to apply the art of engineering to serve them.”

The “D school” discovered different ways of thinking creatively then students developed their practical skills. They started to solve some problems by exploiting other hard ways, and used non - liner and non - standard ways to promote their design thinking skills. “No design thinking if you cannot put it into practice” said David Kelley. Thus, design thinking began to evolve among students (Simon, June 2011) [3].

The design is everywhere and it is not all about looks, it also closely connected with thinking. However, not all people and not all companies exploit “design thinking” correctly. In this article will be given some tips of “design thinking” and I will give my own opinion related to the theme.

Firstly, Austin Kleon wrote in his book “Steal like an artist” published in 2012 from Workman Publishing “nobody tell you ways

of being creative” (KLEON, Wednesday, March 30th, 2011). However, he gave some tips of being creative. One of them is “stealing like an artist”. To invent something new you should always steal ideas, opinions and then create new one by adding some ideas by yourself. For example, Leonardo Da Vinci had pockets almost in all his clothes for paper and pen. If he see something cute or if any idea come to his mind he immediately wrote about in to the paper. Moreover, he wrote other creative opinions of people and then he thought it over in his head and discovered newest ideas [4].

The next tip is about connection between design thinking and increasing the corporate culture given by Tony Hsieh in his book “Delivering Happiness: A Path to Profits, Passion, and Purpose” (Tony, 2013). Imagine, you work in one company where you every day come to the office and work approximately 6 hours and go home. The next day is a copy of the first one and other days also. Your other colleagues also act like you, so they also come to the work and go home. There are in a workshop no extra close communication or other entertaining events [5].

Imagine another company where all people come to the office 15 minutes earlier and socialize with each other about the previous day or about their opinions or ideas (Allio, 2014). Moreover, in this company every Friday scheduled for different events. For example, all workers eat pizza together or talk about global news. Sometimes they go to the mountains together or share with opinions and talk about it [6].

There we can compare to companies. Of course the second workshop work much better and productivity of this company is better that the first one. Why? Because, firstly people always share with their ideas. Secondly, colleagues support having fun and spend fruitful holidays, so they combine work with rest. Thirdly, “all new communication is a new idea” said Mark Zuckerberg (Wyman, April, 2017). Therefore, when employers talk about news or other themes their mind start to produce creative ideas quickly [7].

“Creativity is subtraction: In an age of information overload and abundance, focus is important. Choose what you want to leave out of your key work. “Nothing is more paralyzing than the idea of limitless possibilities. The best way to get over creative block is to simply place some constraints on yourself,” Kleon says. Creativity used everywhere and any time and it closely connected with design thinking. People use

“Design thinking everywhere” we say, however how we can use “design thinking” in Design?

In a contemporary world the types of design changing every single day. However, there are some types of exploiting design thinking that are useable in any time. Nowadays, every country attempts to build new buildings and develop their architecture. For instance, architects and builders use it for the construction of new buildings and in planning the design of different buildings.

For example, the old architecture in the city of Dnepropetrovsk combined with the modern architecture. Perhaps not perfect, but still a wonderful example of combining classical and modern architecture has been done very creatively. That is, the old building can symmetrically supplemented from two sides by using modern architecture. Thus, it is not necessary to tear down old buildings, which is very ecologically less harmful for nature, since there will be little waste.

There are so many architects, who have turned old buildings into something beautiful. Architect Zaigas Gailes Birojs abandoned Soviet fish factory located on the Baltic coast in Kaltene turned into a beautiful home and filled with life. One of the best examples of this is a Royal Ontario Museum. The famous Royal Ontario Museum is operating since 1857 and considered one of the largest museums in all of Canada. 150 years later, this museum was started up thanks to the amazing modern architect Daniel Libeskind, who was able to transform the old building into an incredible structure in the form of crystals that transformed the entire surrounding landscape.

In conclusion, using design thinking to move forward creatively and effectively is a very beneficial option, because design thinking helps to find innovative solutions that do not lie on the surface, saving time and money. “Reflection is an underlining theme of Design Thinking” said Pearl Zhu.

Design thinking is a way to see no boundaries. People need to stop seeing the limitations and believe that someone stronger and smarter can solve their problem. There is no other person - someone who knows better. There is only you - the one who makes a choice, learns to think differently and tries an infinite number of times [8].

People - this is a more complex structure, they tend to justify themselves and defend themselves. Because someone will always take them out of the comfort zone. Therefore, to create innovation in