



# CHAPTER 7

## NURSING INNOVATION DEVELOPMENT

การพัฒนานวัตกรรม  
ทางการพยาบาล





# Objectives



**After studying this chapter you will be able to:**



1. Explain the meaning of design thinking and creative thinking.



2. Explain the process of design thinking and creative thinking.



**Design Thinking & Creative Thinking**



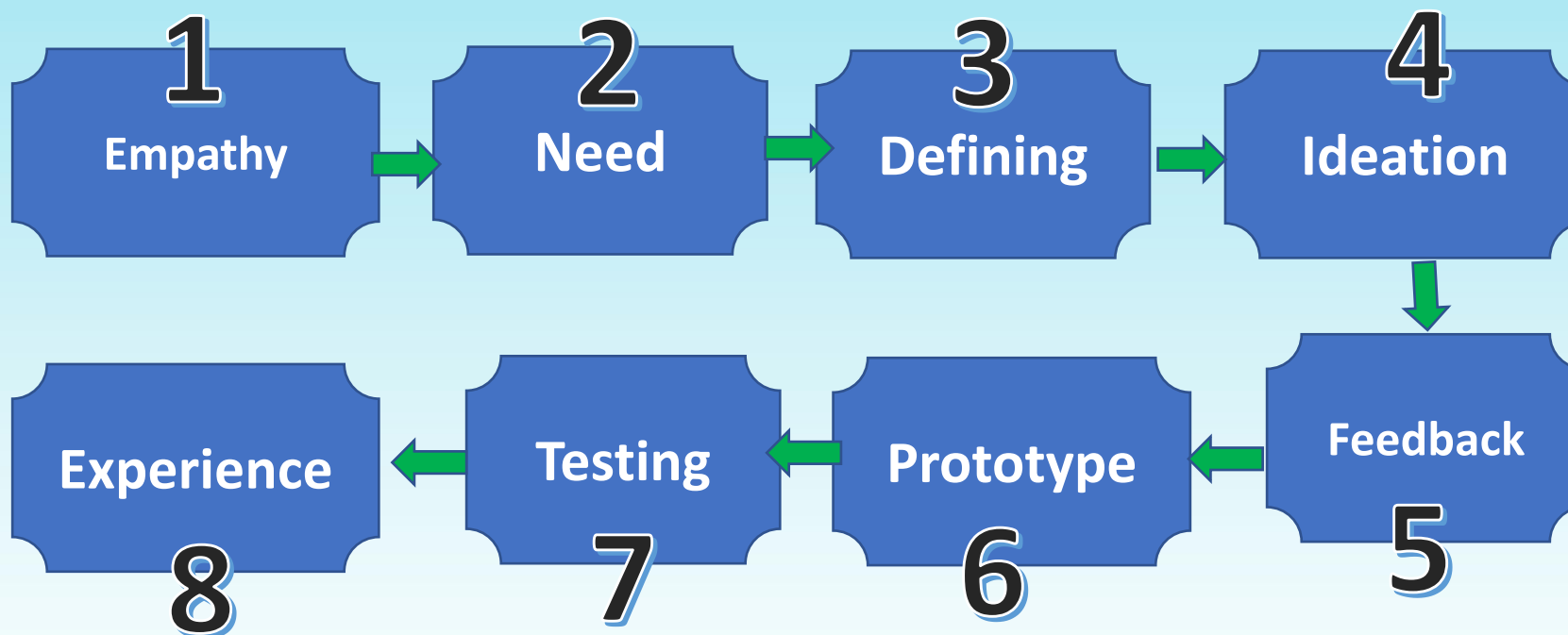
# What is Design Thinking?

- Design thinking is an iterative, non-linear process that focuses on a collaboration between designers and users.
- Design thinking refers to the set of cognitive, strategic, and practical procedures used by designers in the process of designing, and to the body of knowledge that has been developed about how people reason when engaging with design problems.



# Design Thinking Process

There are 8 stages of design thinking





# The 8 stages of design thinking

**Step 1 – The empathy stage:** get to know, observe, and truly grasp what users need, and how they have concerns, likes, and dislikes.

**Step 2 – State the need being solved**

**Step 3 – The process that led to defining the problem**

**Step 4 – The ideation phase**

**Step 5 – Getting feedback from your coworkers**

**Step 6 – Presenting the prototype**

**Step 7 – Testing results**

**Step 8 – Debating the experience**



# Design Thinking Process

There are 6 stages of design thinking



From: <https://www.ideo.com/blogs/inspiration/what-is-design-thinking>



# Phases of Design Thinking



**Frame a Question**—Identify a driving question that inspires others to search for creative solutions.

**Gather Inspiration**—Inspire new thinking by discovering what people really need.

**Generate Ideas**—Push past obvious solutions to get to breakthrough ideas.

**Make Ideas Tangible**—Build rough prototypes to learn how to make ideas better.

**Test to Learn**—Refine ideas by gathering feedback and experimenting forward.

**Share the Story**—Craft a human story to inspire others toward action.

From: <https://www.ideo.com/blogs/inspiration/what-is-design-thinking>



## The 4 Ways to Get Started with Design Thinking

1. *Gather insights by practicing empathy, observation, and interviewing*
2. *Build scrappy prototypes to learn about unmet needs*
3. *Turn problems into questions*
4. *Use research to understand the past, present, and future*

From: <https://www.ideo.com/blogs/inspiration/what-is-design-thinking>





# Creative Thinking

## What Is Creative Thinking?

- Creative thinking means thinking outside the box.
- Creativity involves lateral thinking, which is the ability to perceive patterns that are not obvious.
- Creative thinking might mean devising new ways to carry out tasks, [solve problems](#), and meet challenges.

(Adair, 2007)



# The Creative Thinking Skills



From: <https://www.thebalancemoney.com/creative-thinking-definition-with-examples-2063744>



# Summary

- Design thinking is a user-centric approach whereby the people executing it look for “alternative solutions to various problems.
- There are 6-8 stages of design thinking that might be developed when people face creative problems solving.
- Creative thinking is the ability to consider something in a new way.
- Creative thinking includes analysis, open-mindedness, problem-solving, organization, and communication.



# Thank you

