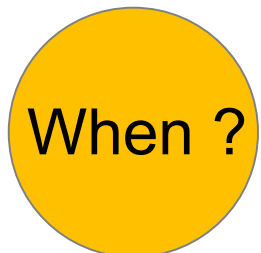
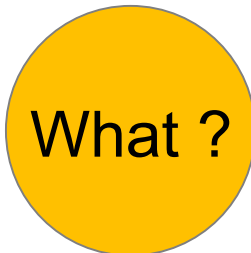
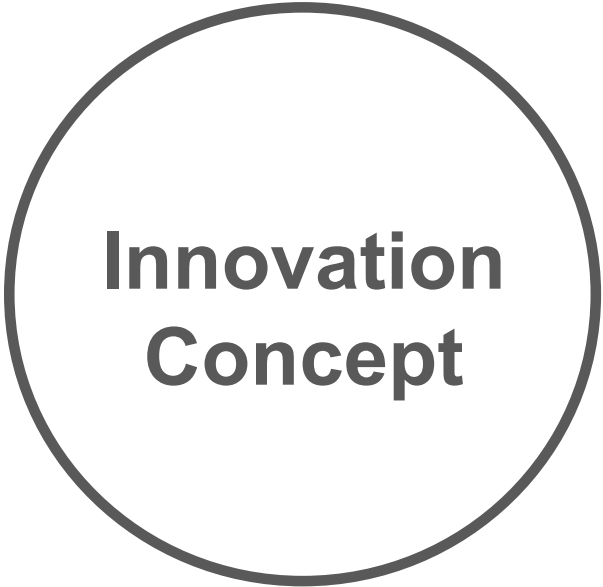


# Innovation

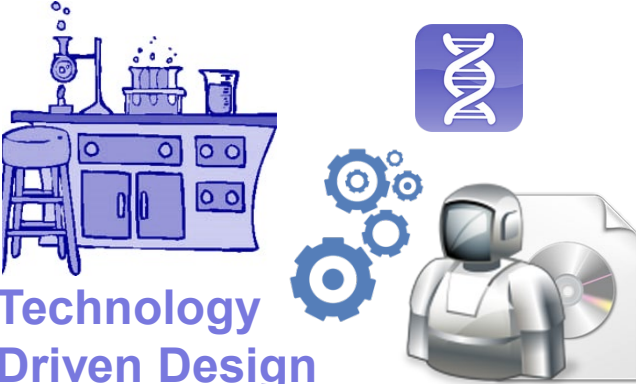


**Prof. Joseph Giacomini**

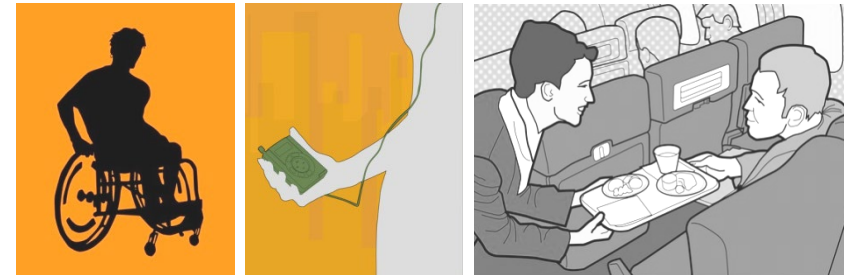


# Innovation Basis

**Technology Driven Design**

A collection of blue-toned icons representing technology and design. It includes a laboratory setup with a flask and beakers, a DNA double helix, several interlocking gears, a futuristic robot head, and a CD/DVD disc.

**Human Centred Design**

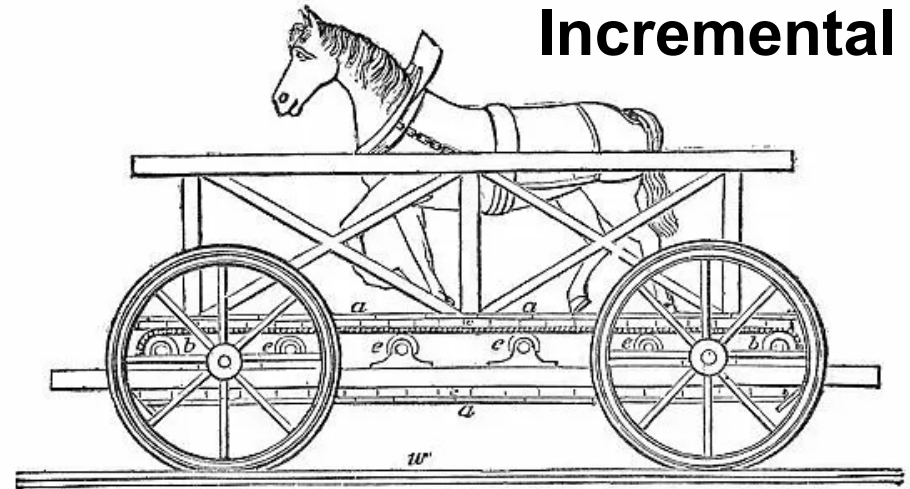


**Environmentally Sustainable Design**



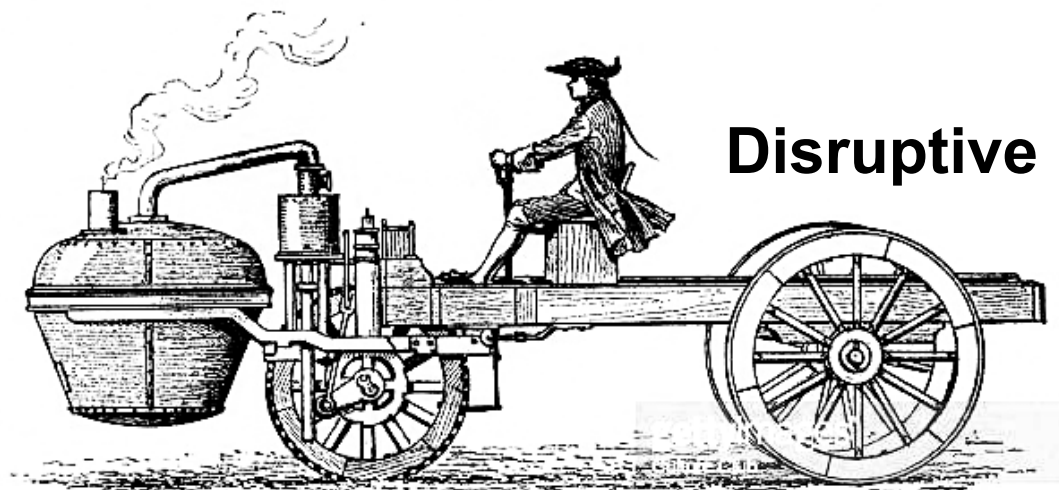
Innovation Nature

Incremental

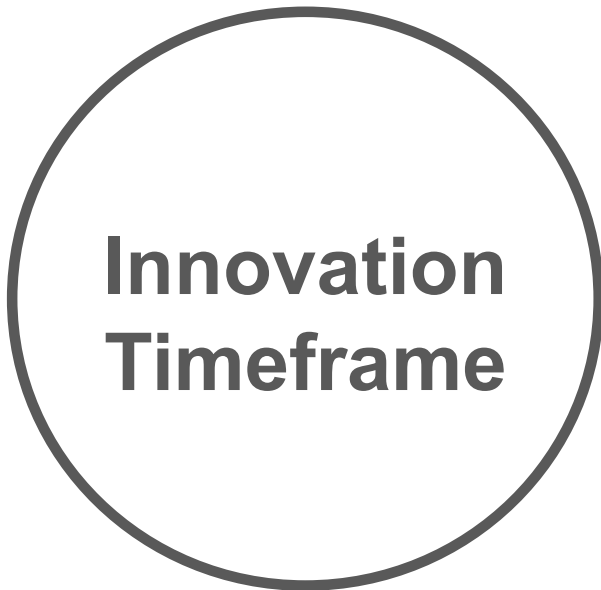


(Brandreth's Patent Cyclopede. 1829.)

Disruptive



LE PREMIER AUTOMOBILE CONSTRUIT PAR CUGNOT, EN 1770



## **Present (Design Ethnography)**

Questionnaires

Ethnographic Interviews

Fly-On-The-Wall Observation

Body Language Analysis

Facial Coding Analysis

Personas

Scenarios

Customer Journey

...

## **Future (Speculative Design)**

Scenarios

Prototypes

Para-Functional prototypes

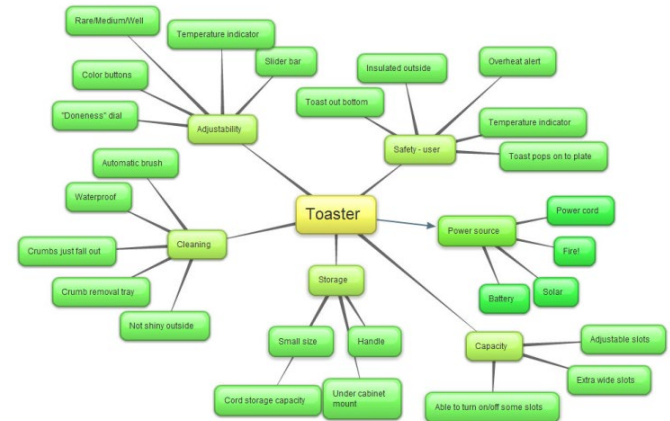
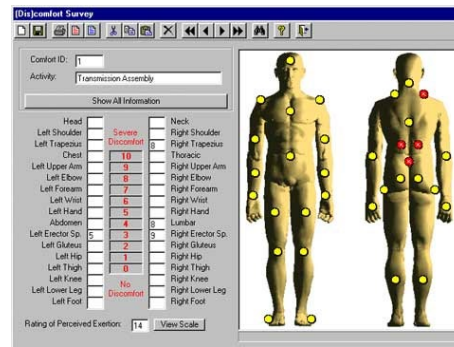
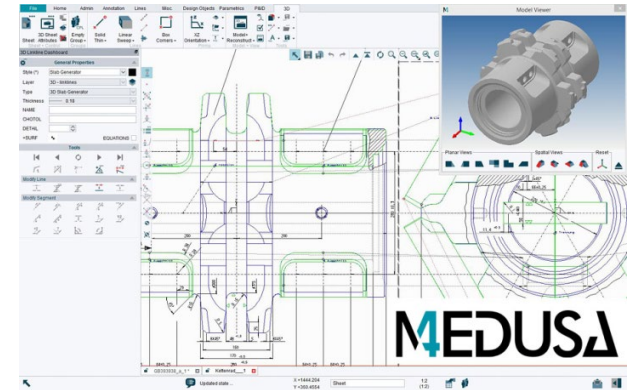
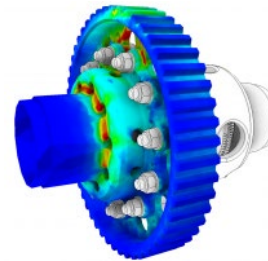
Science Fiction Prototypes

Design Fictions

Speculative Design

...

# Innovation Tools



**Innovation  
Approach**



**Design**

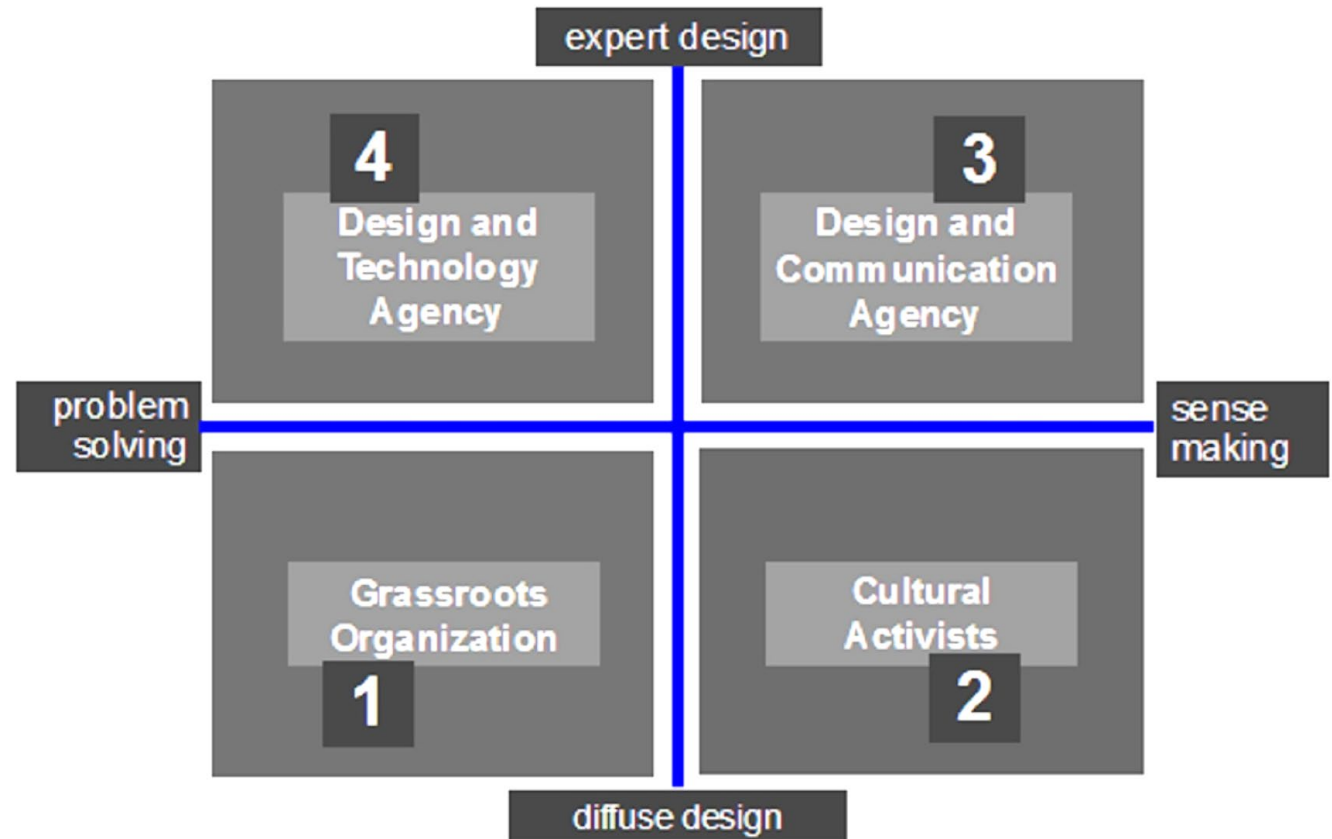


**Co-Design**



**Co-Creation**

# The Innovators



Design, When everybody Designs: an introduction to design for social innovation, Ezio Manzini, The MIT Press, 2015



# Thank you.

