DIGITAL DESIGN THINKING SERVICES

The eDea research project aims at the design and development of digital services addressed to design teams and aimed at contributing to innovation through the digital application of design thinking.

The proposed solution is aimed at design teams, both experienced and newly established with the aim of extracting innovation through the support of design thinking processes from digital solutions of ideation, collaboration, and composition.

The implementation of the project follows a holistic approach, starting from the needs analysis, the design of the methodological innovation framework, the implementation of digital services that support design thinking processes, and evaluation through pilot actions aimed at design teams in real life.

Digital services offer possibilities for:
- Creation and renewal of design thinking activities
- Real-time team collaboration
- Shared digital workspace that allows members of a team to work on a project simultaneously
- Flexible description of ideas through text, images, videos, and diagrams
- Organizing and monitoring the progress of a project
- Patterns of design thinking activities that can be integrated into wider design actions
- Friendly digital work environment

RESULTS

The main results of the project are:

Developing a methodological framework for innovation through design thinking. The activity is based on the creation of a map of interests, review of relevant research and development activities, analysis of user needs, and methodological design that forms the basis for the development of the project's digital services.

Digital design thinking services. Digital services support innovative team thinking to introduce solutions to challenging entrepreneurship and social entrepreneurship problems through ideation, collaboration, and synthesis.

Design thinking actions. The actions are integrated into the project's digital services. They are examples of good practice and can be used as inspiration for planning further actions.

Pilot application and good practices of using digital services. Piloting is carried out in both academic and business environments, producing feedback that is incorporated into project results to better address user needs.

DESIGN THINKING

Design thinking is a deeply human-centered process that helps design innovative solutions to difficult issues, even when a solution is not visible at first glance.

Design thinking is applied to entrepreneurship to design solutions that best meet the needs of a company's customers. It is also applied to social entrepreneurship to design solutions to social challenges.

Each design team applies design thinking in a different way. However, some steps often associated with design thinking are:

- **Empathy**
- **Definition**
- **Ideation**
- **Evaluation of ideas**
- **Prototyping**
- **Prototype testing**

PARTNERS