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eDea

DIGITAL DESIGN THINKING SERVICES

The eDea project

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.

Results

Development of a methodological framework for innovation through design thinking based on the creation of an interest map, review of relevant research and development activities, user needs analysis, and methodological design.

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

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

Piloting implementation and good practices of using digital services 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**
- **Prototyping**
- **Testing**