

Demystification of Design Thinking in Problem-solving

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ABSTRACT

As one of the key components in design discipline, Design Thinking has regained its popularity in the last decade (Dunne & Martin, 2006; Cooper, Junginger & Lockwood, 2009; Kimbell, 2011). However, this did not occur in design schools or in design professions; rather, it occurred in other disciplines—like business. Some business schools and business organizations consider Design Thinking an effective method or process to generate innovative solutions for resolving complex or wicked problems (Davis, 2010; Dorst, 2011; Glen, Suciu & Baughn, 2014). Whether they be for-profit or non-profit, many organizations also use the Design Thinking process when making strategic decisions or solving problems. In order to solve a problem in an efficient and effective manner, traditional thinking and cognitive studies suggest the prevailing way to solve a problem is to follow an orderly and linear process that work from the problem to the solution. The logic starts by understanding the problem through analyzing the problem situation. After identifying the definition of the problem, one can formulate some possible solutions. The optional solutions are evaluated and the best will be chosen to implement and transform the situation to the specific goal.

Keywords: Design Thinking, Traditional Problem-solving, Creativity, Wicked Problems