



WORKSHOP DESIGN THINKING FOR RESEARCH

STAFF TRAINING WEEK
“TRAINING ON ACADEMIC WRITING AND RESEARCH METHODS”

SEPTEMBER 22, 2021

IVETA CIRULE, DR.SC.ADMINISTR.

POSTDOCTORAL RESEARCHER “PROJECT OPEN INNOVATION”
LTD BIORGANIK5

Welcome to the workshop & introduction & zoom ethics & learning approach

Aim : **RECONSIDER DESIGN THINKING FOR ONGOING & FUTURE RESEARCH**

KNOW & THEORY: *DESIGN THINKING*

TRY & LEARN: *MY RESEARCH + DT*

PRACTICE: *SOME SOURCES TO learn DT*

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SENIORU UNIVERSITĀTE



Montpellier
Business
School
since 1897



Research focus:

Open Innovation contribution to

1) National Innovation Ecosystem &

2) Business Incubation

A project poster with an orange background. At the top left is the 'biorganik' logo, and at the top right is the 'PostDoc Latvia' logo. Below the logos, the project number 'Projekta numurs: 1.1.1.2/16/I/001' and the research proposal number 'Pētniecības pieteikuma numurs: 1.1.1.2/VIAA/3/19/426' are listed. The main title is 'Atbalsts pēcdoktorantūras pētniecības īstenošanai' in bold black text, followed by the subtitle '„Atvērtā inovācija”'. A paragraph of text describes the goal: 'Pieteikuma mērķis ir izpētīt, kā atvērtās inovācijas paradigma var uzlabot nacionālo inovācijas atbalsta sistēmas modeli, balstoties uz biznesa inkubatoru lomu atvērtās inovācijas procesā.' On the right side, there is a decorative graphic of a molecular structure with orange and grey spheres.

Projekta numurs: 1.1.1.2/16/I/001
Pētniecības pieteikuma numurs: 1.1.1.2/VIAA/3/19/426

Atbalsts pēcdoktorantūras pētniecības īstenošanai

„Atvērtā inovācija”

Pieteikuma mērķis ir izpētīt, kā atvērtās inovācijas paradigma var uzlabot nacionālo inovācijas atbalsta sistēmas modeli, balstoties uz biznesa inkubatoru lomu atvērtās inovācijas procesā.



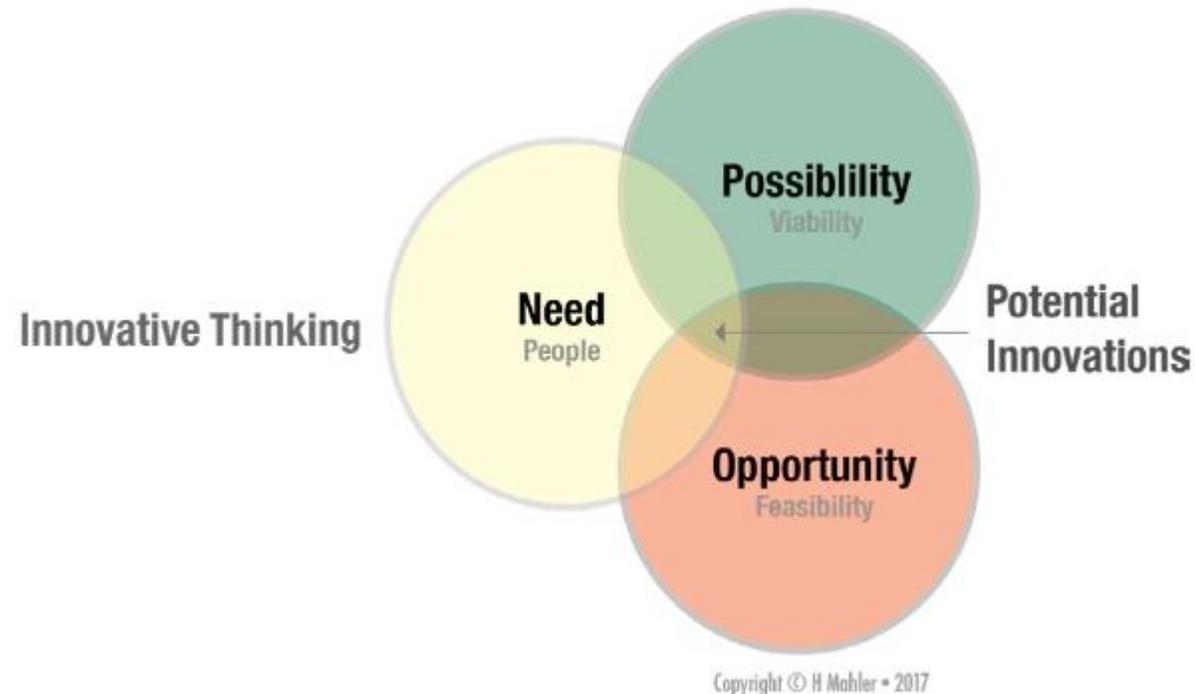
ĪEGULDIJUMS TAVĀ NĀKOTNĒ

This research was conducted within the project “Open Innovation, No1.1.1.2/VIAA/3/19/426” funded by Postdoctoral Research Support Aid programme of Latvia.

Let's get to know each other

- I am
- My research area is..... (key words)
- My relationship with Design Thinking in general and particularly in research = yes/ no
- My wish list for this workshop

Where would you place the most academic research ?

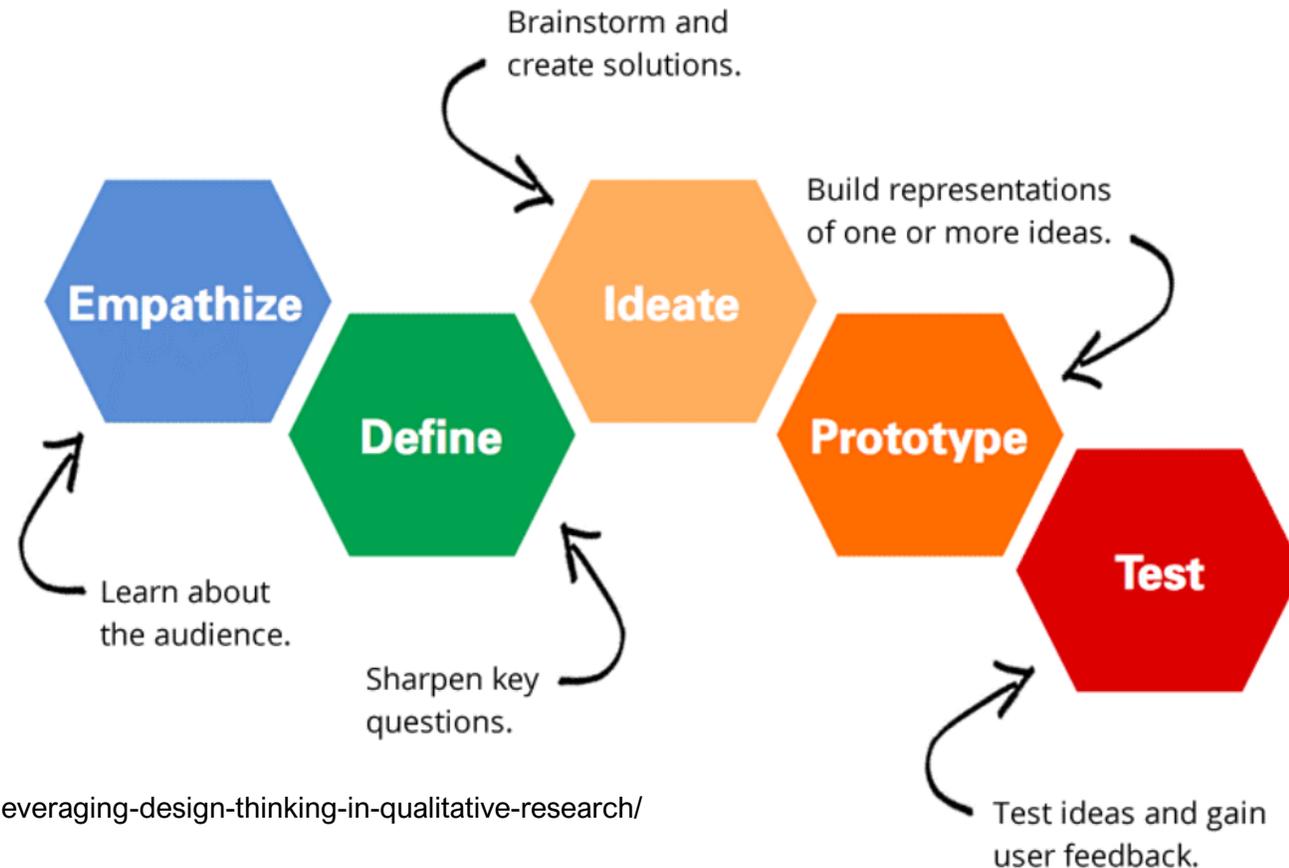


Source: Institute for Research and Aging, 2018, UK

Design thinking – *what it is & what it does*:

1. process of solving problems (*process-oriented, relatively non-linear and iterative*)
2. thinking for designing or developing' new product/services or features

HUMAN CENTRED APPROACH + STAKEHOLDER ENGAGEMENT







<https://www.youtube.com/watch?v=jajduxPD6H4>



Latvia case – Children Hospital

<https://www.lsm.lv/raksts/dzive--stils/veseliba/uz-operaciju-zali--ar-operauto-bernu-slimnica-mazo-pacientu-bailu-mazinasanai-ievies-jaunas-metodes.a391213/>

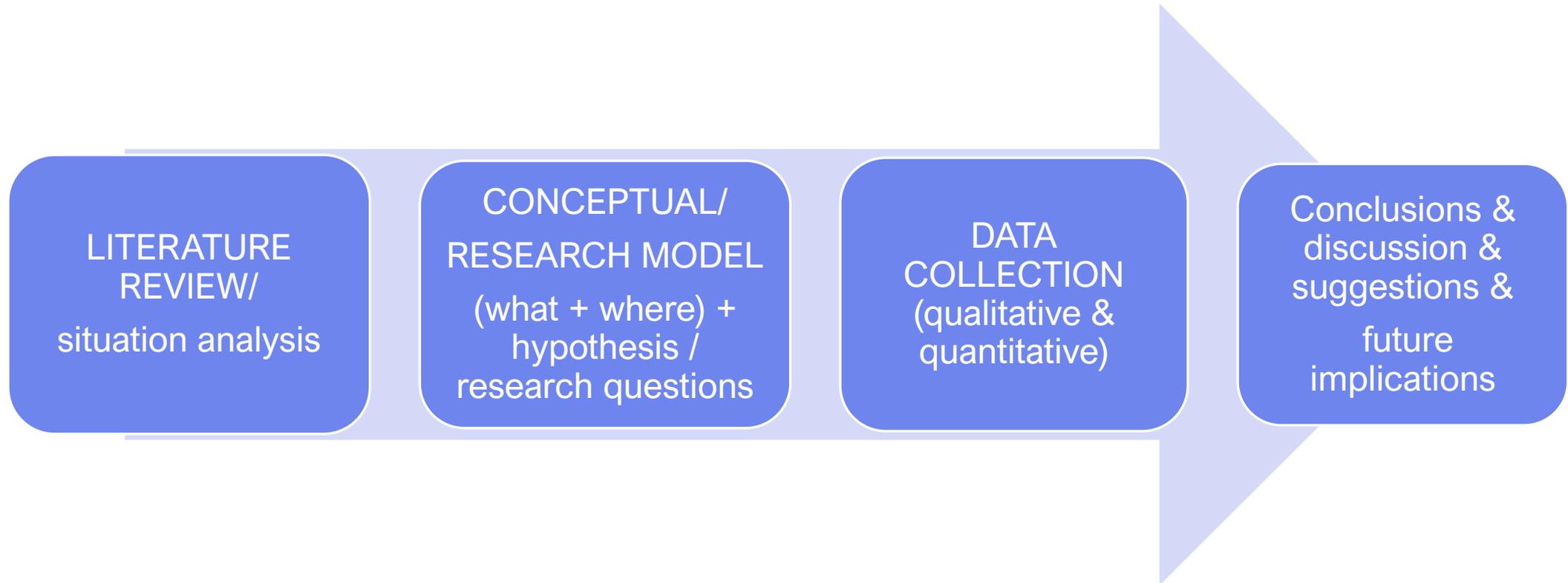
DT steps

- Empathize – observing the world, understanding the need for research in one’s field
- Define – defining one particular way in which people’s lives could be improved by research
- Ideate – brainstorming of ideas without judgment or overanalysis
- Prototype – sketching, modeling, and outlining the implementation of potential solutions
- Choose – choosing the solutions that provide the highest level of impact without jeopardizing feasibility
- Implement – creating reality out of an idea
- Learn – reflecting on the results and rethinking the process for endless improvement

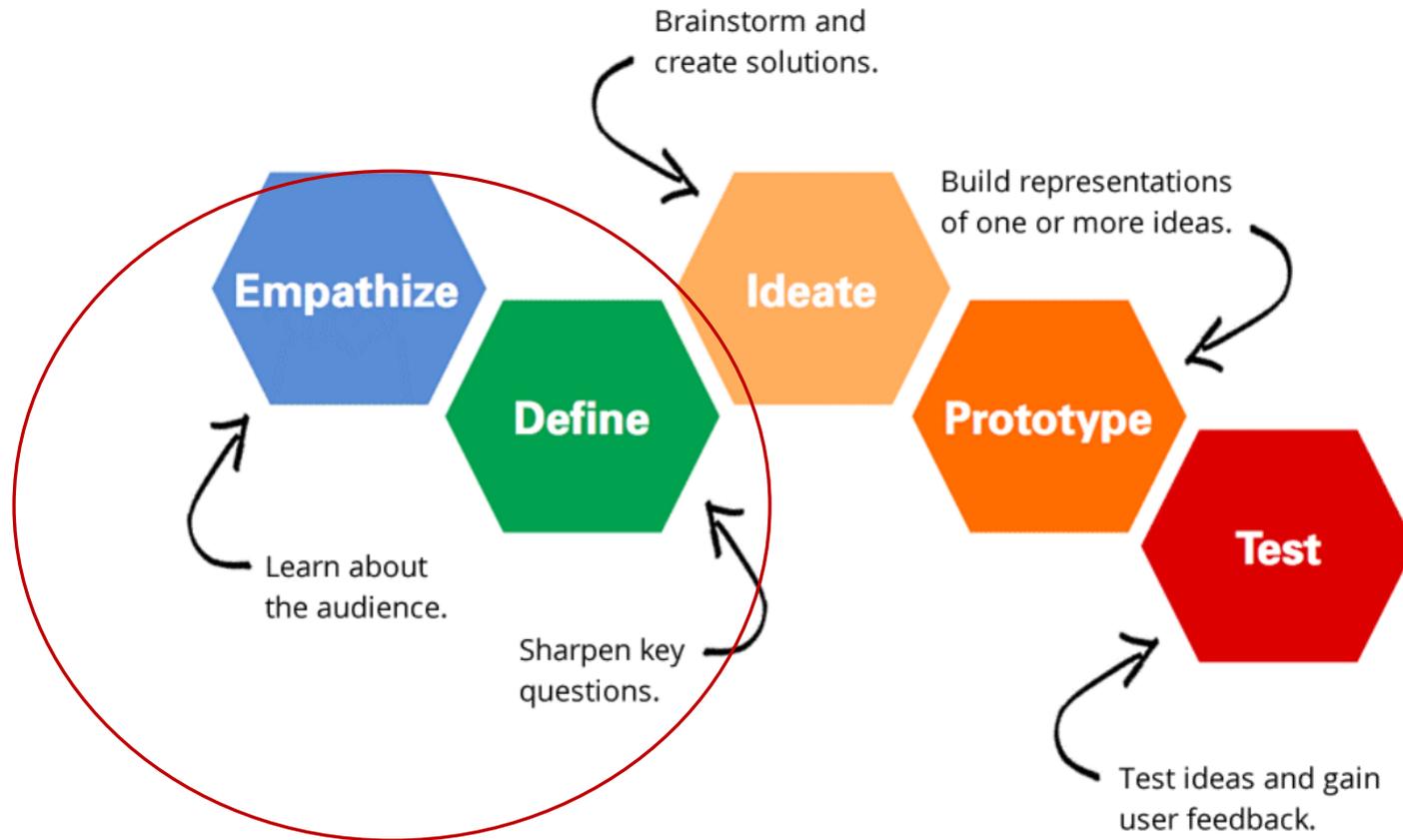
<https://pcur.princeton.edu/2015/10/design-thinking-in-research/>

DT + Research = where & how to start ?

Research steps (classics?)

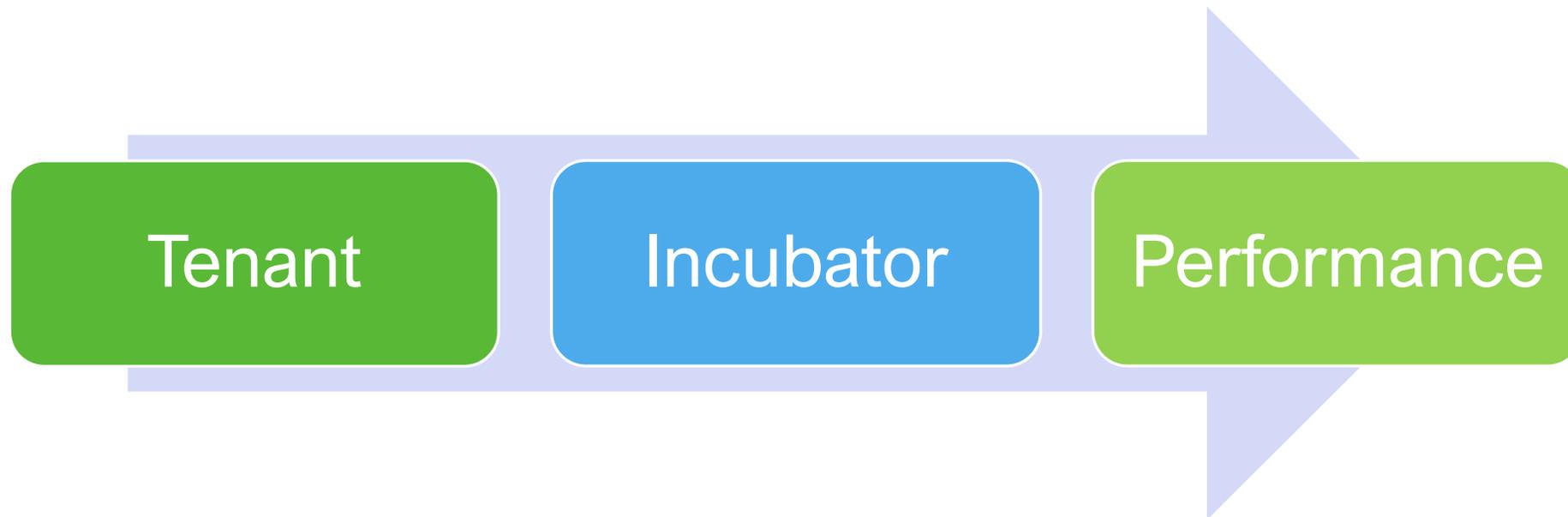


Let's try to look at my research from DT!!!

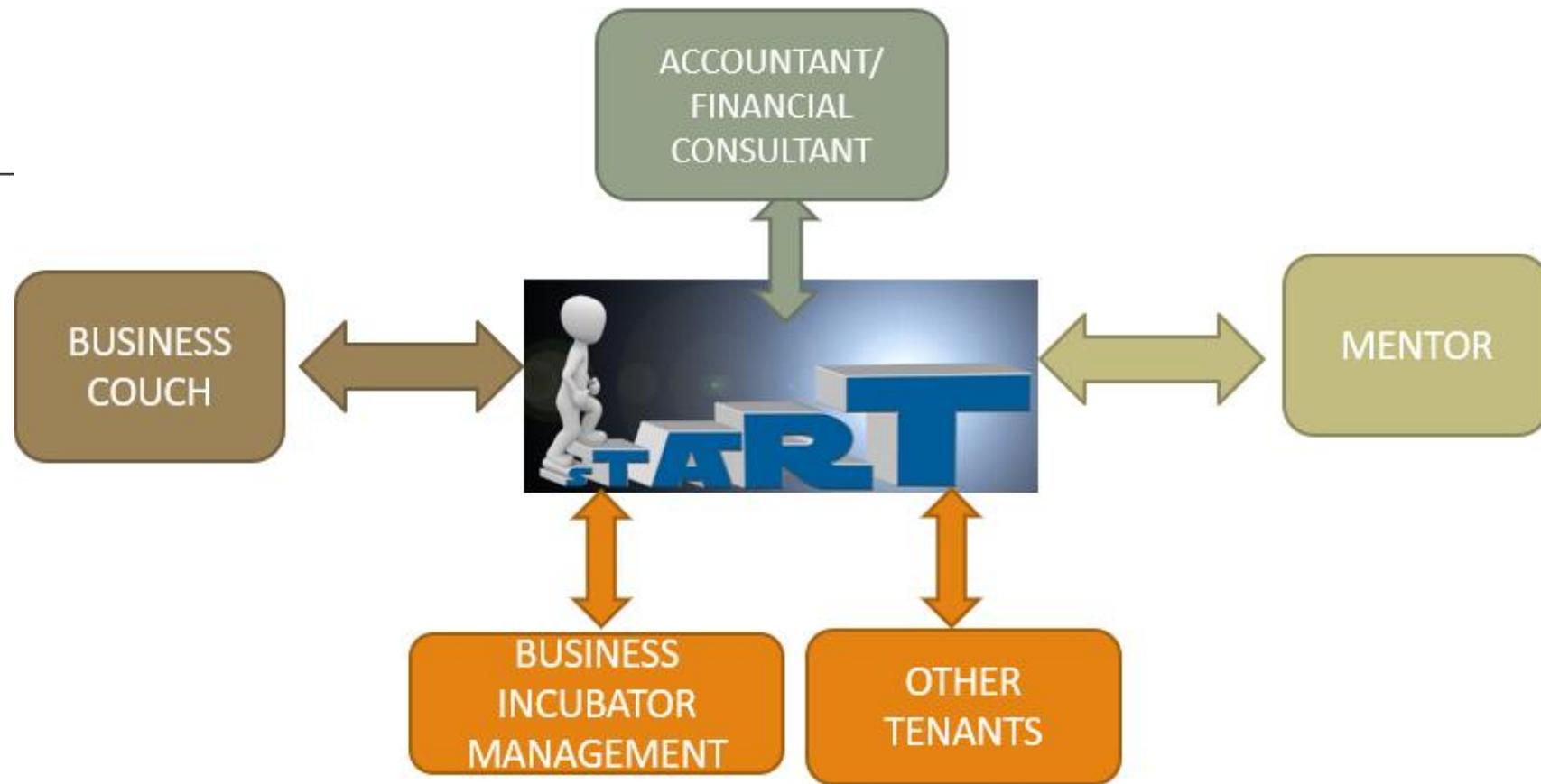


*Are BUSINESS INCUBATORS HELPING
in venture creation & entrepreneurship promotion?*

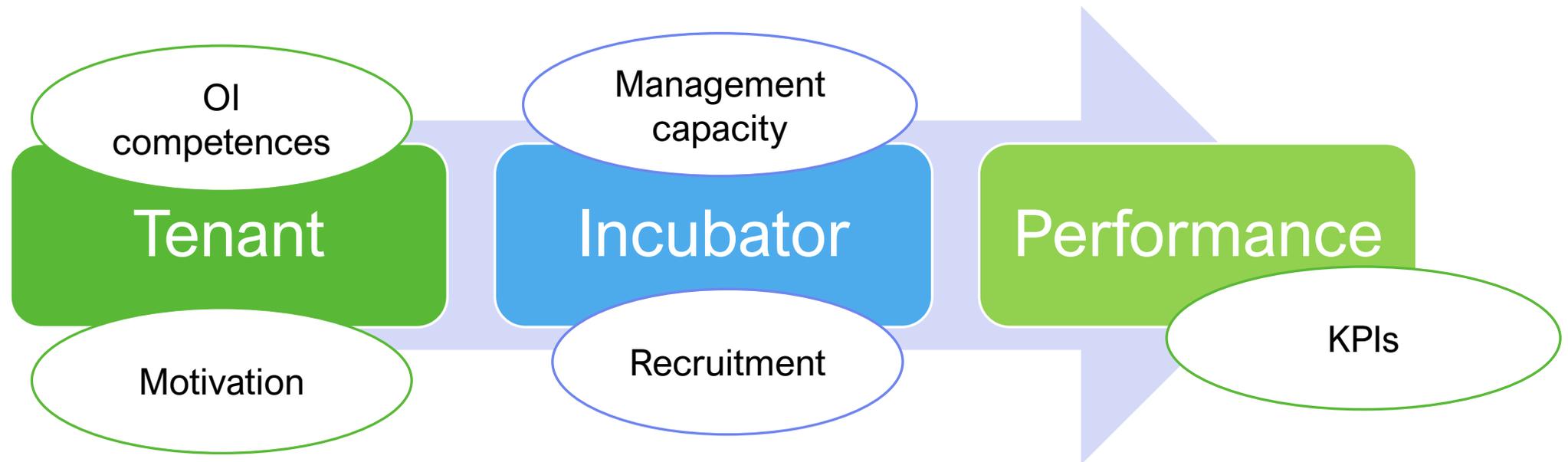
INCUBATOR = MEDIATOR + Open Innovation Partner



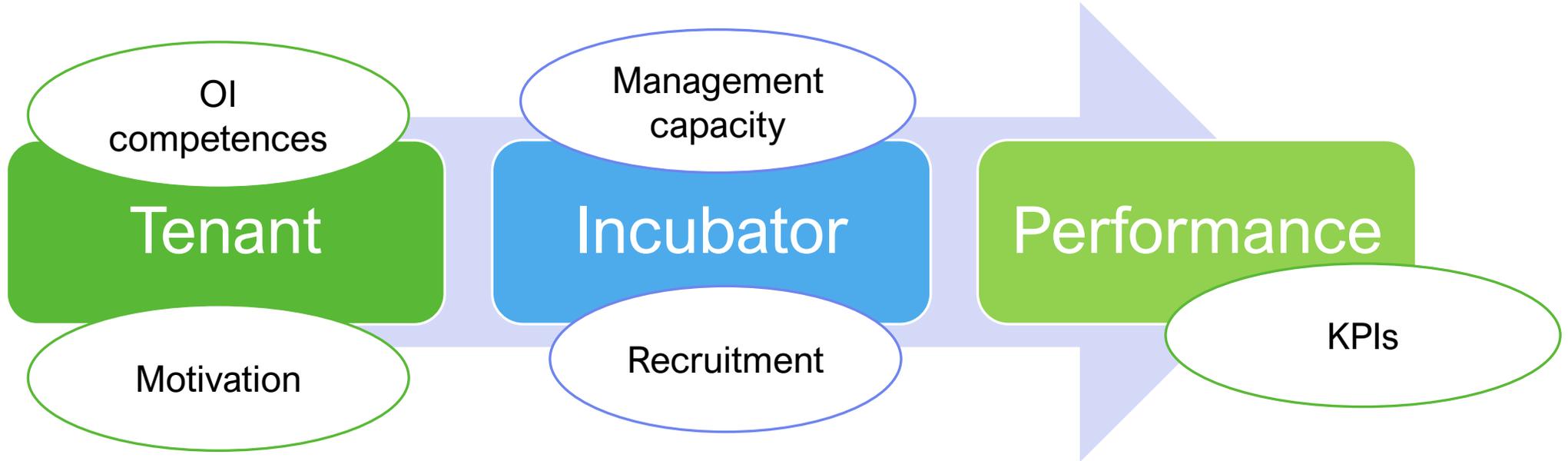
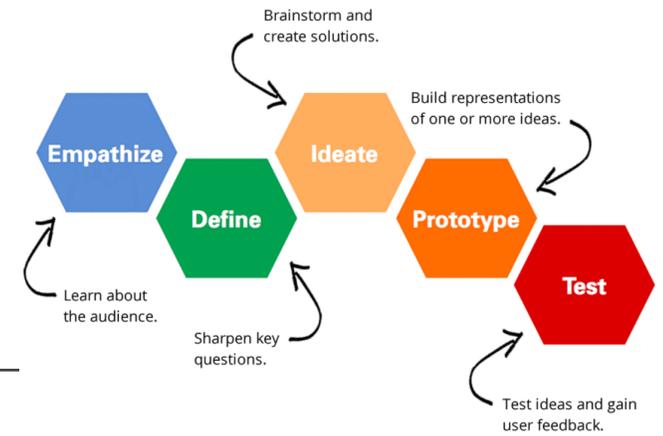
*Are incubator
tenants
OPEN enough
to co-create &
to collaborate &
to be open to co-petition*



Literature review on Business Incubation



Literature review on Business Incubation



Trial exercise: research focus + pain + users

□ What is your research focus ?

Incubator tenants (incubates) + their Open innovation competences and strategies (ability to collaborate and perform)

□ What is the main «pain»/ problem in your research subject or object?

- 1) Tenants do not exploit all opportunities (*co-creation, collaboration, learning, external funding, external expertise*)
- 2) Incubation programmes lack the Open Innovation approach

□ Who is or are “the user(s)” in your research area?

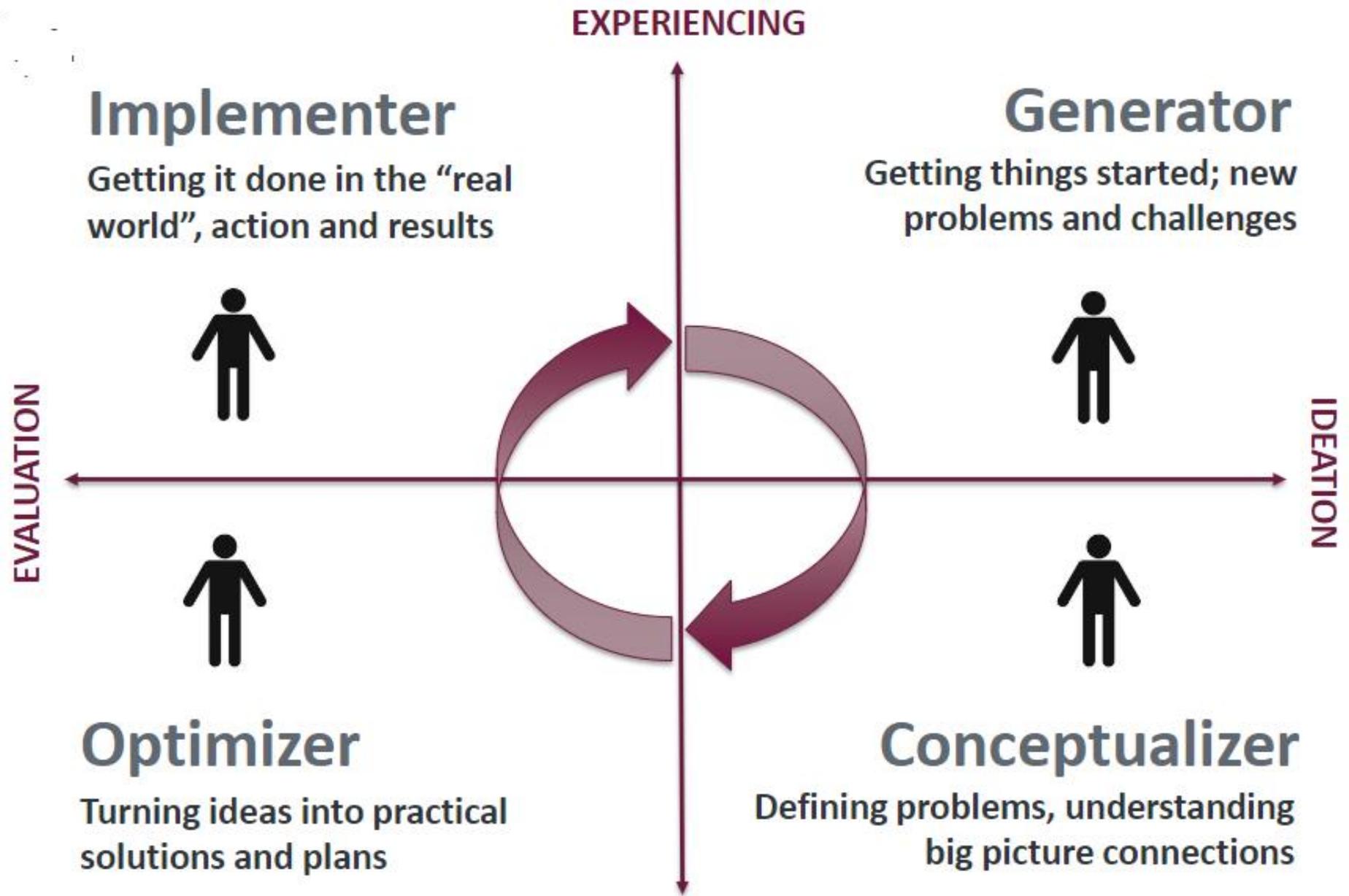
- 1) **tenants (direct) +**
- 2) **incubators (indirect?) +**
- 3) **policy makers**

Task 1 – individual pitch, 5 minutes preparation, let's start!!!

- ❑ Research focus (what +where)
- ❑ Main pain /problem
- ❑ Identify & name your research USER/S

Break out room task = 10 min

1. what is the COMMON research area? subject?
2. pain solved?
3. who will be the users?
4. how will they be involved in research?



Source: Institute for Research and Aging, 2018, UK



Feedback & comments & suggestions

source: <https://mira.mcmaster.ca/research/research-approach/design-thinking-resources>

LECTURER: IVETA CĪRULE, DR.SC.ADMINISTR.

CONTACTS:

E-MAIL: NATURALPRODUCTS@INBOX.LV

MOBILE: +371 29189748