DESIGN IT

Design thinking in higher education for promoting human-centered innovation in business and society

The Problem

Innovation is a key driver of economic growth. It facilitates the implementation of ideas into services, the delivery of those services to market, and the support of business operations after launching, creating jobs throughout this process. By driving economic growth, innovation enables higher living standards and promotes social cohesion. In today's economic environment, unemployment reached high levels (8.5% in the general population and 17.5% among youth in the EU), innovation and entrepreneurial thinking can be a catalyst for growth, helping curb unemployment, contributing to the GDP, making good use of human capital and promoting the wellbeing of society.

DesignIT Overall Objective

DesignIT, aims at enriching entrepreneurial education at the tertiary level by introducing design thinking methodologies that help students empathize with target users, ideate how users will experience a proposed solution, identify opportunities for innovation, and synthesize creative solutions that successfully address needs. The proposed design thinking framework can have dual benefits for students:

- General business education: Students design products that more accurately meet business needs, increasing the success potential of a new offering

- Social entrepreneurship: Students are socially aware and civically active by designing solutions addressing societal challenges and promoting the wellbeing of communities
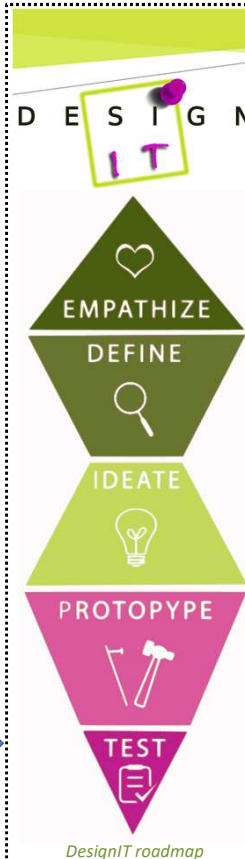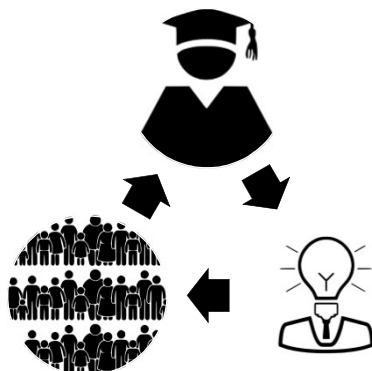
DesignIT roadmap

The Approach

Design It project aims at encouraging innovation, creativity among Higher Education students supporting them in bringing ideas into action.

We will apply Design thinking through gamified ICT deployment in the context of entrepreneurship education in formal and informal entrepreneurship education contexts as a complementary learning tool. The impact is created in the participating Higher Education institutions by empowering the changes towards creative interdisciplinary project based learning with gamified design thinking approaches.

*Gamification approach development stages*

Pilot run in Tallinn

Students from the educational technology and gaming programm successfully tested the design thinking process with our DesignIT tool prototype in Tallinn University. The process included three challenges: smart and sustainable digital learning ecosystem in schools, inclusive digitally enhanced learning ecosystem in schools, and the digital learning ecosystem that promotes wellbeing and health.

Initial takeaways are efficient support of creative process. Some additional advancements were suggested, such as uploading images from links, collaborative workflow management etc.

Students generalised digital learning ecosystem models based on the ideas, and used the mobile version of the tool in discussions.

Final ideas were embedded back to the next stage of the challenge.
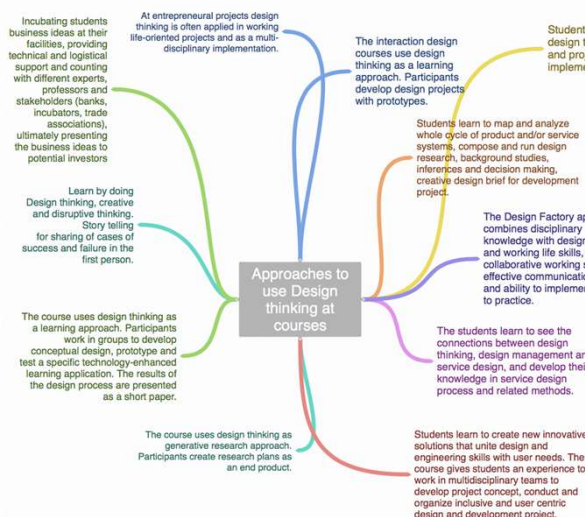
DesignIT tool prototype

Project Partners

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