

What is this workshop about?

In this workshop Professor Vijay Kumar will present an overview of some of the key principles that drive “Design Innovation” followed by a broad look at the design thinking process and various tools, methods, and frameworks. As an organizing structure for the workshop, he will use the design innovation process model that he has developed over many years and published in the book, “101 Design Methods: A Structured Approach for Driving Innovation in Your Organization” (see diagram below). This model has seven modes: sense intent, know context, know users, frame insights, explore concepts, frame solutions, and realize offerings. He will discuss these seven modes and their associated mindsets and methods. He will also discuss how educators and innovation leaders in organizations can effectively use this learning for research, teaching, and projects.



What are the main learning goals of the workshop?

- learn about a broad overview of design innovation process
- understand some fundamental principles for successful innovation
- explore structured methods, tools, and frameworks
- appreciate human-centered design frameworks
- integrate design thinking with business and technology disciplines
- help foster a strong creative culture in organizations

VIJAY KUMAR

ONE-PAGE BIO

VIJAY KUMAR

Professor
Institute of Design
Illinois Institute of Technology
350 North LaSalle Street
Chicago, Illinois 60654, USA
+1 312 595 4900 (main)
+1 312 595 4919 (direct)
vijay@id.iit.edu
www.id.iit.edu

Global Innovation Consultant
15 North Aberdeen Street #4N
Chicago, Illinois 60607, USA
+1 630 251 2452
vijay@innovationmethods.com
www.101designmethods.com



Vijay Kumar is a professor at the Illinois Institute of Technology's Institute of Design in Chicago and leads the Strategic Design Planning and the Design Methods programs. www.id.iit.edu For more than 12 years he was the chief methodologist at Doblin Inc. (now a member of Deloitte) a leading global innovation firm based in Chicago. www.doblin.com

With over 30 years of global work experience, Vijay Kumar has taught, published, lectured, and consulted throughout the world about how to use structured methods, tools, and frameworks for conceiving reliable human-centered innovations and turning them into strategic plans for organizations. His research and consulting is focused on framing up emerging innovation opportunities in education, health care, communication, retail, social reform, emerging markets, government services, technology platforms, and others. He is the inventor of many methods, tools, and frameworks designed to uncover unexplored innovation opportunities. Researchers, consultants, entrepreneurs, business executives, and government leaders around the world have been successfully using his innovation methods for many years.

He consults with companies and government organizations around the world for planning innovations and strategies. He has consulted with Alamo, Amway, Autodesk, Bose, Cigna, Daishinsha, Hallmark, Kraft Foods, McDonald's, Motorola, Pfizer, Procter & Gamble, SC Johnson, Shell, SAS Airlines, Steelcase, Target, Texas Instruments, T-Mobile, Wells Fargo, Zurich Financials among many others. www.linkedin.com/pub/vijay-kumar/4/324/5bb/

Vijay is a frequent speaker and is widely published on the topic of innovation. He regularly conducts executive workshops on innovation. He authored the best selling book on design thinking, "101 Design Methods: A Structured Approach for Driving Innovation in Your Organization." www.101designmethods.com

The Design Futures Council has named Kumar as an Honorary Senior Fellow for his "significant contributions toward the understanding of changing trends, new research, and applied knowledge that improve the built environment and the human condition." <http://designfuturescouncil.com/about/fellows/>

