

Design Innovation (DI) Elements: The DI approach at Kent State University consists of eleven “DI Elements” that are interwoven, overlapping and cyclic. They include:



Superpowers: Awareness of our superpower, and those of our team, promotes diversity and cross-disciplinary collaboration to optimally embrace Design Innovation to develop novel solutions.



Storytelling: is a unique approach to help solutions to be developed and communicated in order to capture the imagination and meet the needs of those who it is designed for.



Collaboration and Team Dynamics: Teams are far more than a collection of multiple disciplines and skills sets. They are a dynamic gathering of diverse people, with a multiplicity of perspectives, to collaboratively solve a complex problem, and to co-create a novel solution.



The Role of Empathy: Empathy is about understanding other people's feelings, thoughts and perspectives. It is employed towards self, those in your team, and towards the people you are hoping to develop a novel solution.



Gaining Deep Insight into Problems: Embracing the philosophy of “designing with, not designing for” is at the heart of the participatory process of gaining deep insight into problems. This involves going deeper to understand the problem, through inclusive engagement with the people searching for a solution and their context; to ultimately reframe possible solutions to the problem.



Play and the Creative Process: Engaging in creative play promotes the Design Innovation team to move into the flow state, where they are no longer constrained by blocks. This is when profound solutions can be found through exploration of the gaps and opportunities that exist at the intersection of the team's various disciplines.



The Power of Making: The power of making is intricately tied to inculcating a mindset of multidisciplinary team-work and community building founded on communication that goes beyond prototyping.



Supercharge Your Brainstorming: Brainstorming recognizes the multitude of possible ideation methods, to 'see' the problem from novel perspectives and translate them into a powerful array of possibilities.



Reframing the Challenge: Turning a problem on its head is sometimes the best way to a solution. Being willing to take risks creates new possibilities.



Implementing Powerful and Novel Solutions: Harnessing the power of human centered design, implementation science, and the Design Innovation process to generate implementation plans that can be acted upon.



Iterate! Evaluate! Continual iteration through prototyping and evaluation, promotes the magic of creating the most effective ideas and solutions.