

# Design-thinking technology

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## Abstract

The non-traditional approach of business projecting is under the review. Its peculiarity lies in the new technique of generating of innovative ideas.

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## 1 Introduction

Design thinking – is the basis of truly innovative campaign and it is crucial quality of its leader. This theme is of great current interest for business people and for designers at heart. In addition, it is up-to-date for the leaders, project managers and all those who are ready to catch up new ideas on the fly and to turn away from writer's blocks in an artistic way, to be able to stay in-steps with the times.

The interest of this subject is generated by design becoming the mainstream of our lives. Even the words itself "design" in the context of business becomes a synonym to the effective and fruitful work [1].

In the course of research, dealing with the three wide spheres of person's activity – business, market and society, the emphasis is made on usage of the design-thinking as the means of creating new s, equal to the challenges we encounter [2]. Notwithstanding the functional direction, the design thinking helps to reconsider the essence of organized business. As an assistance to non-profit charitable organizations, design thinking allows to recognize the needs of people, who are need to be served. For venture capital persons design thinking is the objective means of projecting future [2].

## 2 Decision

In our days the most progressive companies to not attract designers only to make rape ideas look more attractive, but

to let them work out those ideas right from the start [3]. The former role of designers was very tactical – just based on existing, and that would let to improve one, but just slightly.

The purpose of research is directed to develop the procedure that would allow to form new thinking during business project conception.

In the context of the object in view, there are following tasks to solve:

- Theoretical and methodological statements of thinking forming are being investigated.
- The distinctive features between design and projecting are being determined
- The procedure of design is being developed.
- Procedure approbation is being held in the context of specific project.
- The benefits of new approach are drawn forth.

## 3 Conclusion

The new role, by definition, is strategical: it takes out the design beyond the workshop and frees out its devastating, world-changing potential. It is no mere chance to meet designers at boards of management in the most developed companies. More than that, the principles of design-thinking are to be applied within different organizations, not only among the companies that make new products. The competent designer is always capable of improving new devices, but the cross-disciplinary team of experienced design-thinkers is able to solve more complicating problems.

## References

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