



Workshop #4

Wednesday, 4 November 2009

9:00 Pre-Workshop Salon
Center for Design Research (CDR) at Stanford University

Participants are invited to gather, network and exchange ideas. A continental breakfast will be provided. Nespresso is available.

12:00 Travel to the Stanford Park Hotel

Stanford Park Hotel, Woodside Room, 2nd floor

12:30 LUNCH, Woodside room foyer

14:30 Welcome to Stanford University and Opening Remarks

Larry Leifer, Christoph Meinel, Directors

14:50 Project 2009.15.SU

Teamology: The Art and Science of Successful Design Team Formation
PI: Rich Shavelson, presented by Mark Schar & Greg Kress

15:10 Project 2009.01.HPI

TBPM: Tangible Business Process Modeling – Using Design Thinking Principles for IT Method Engineering
PI: Mathias Weske, presented by Alexander Großkopf

15:30 Project 2009.13.SU

What drives Creative Thinking in Product Design? A Neuroscientific and Psychometric Assessment
PI: Brian Knutson, presented by: Oliver Schilke & Martin Reiman

15:50 Project 2009.09.SU

TBPM: Tangible Business Process Modeling - Bringing IT Systems Thinking to Design Thinking
PI: Larry Leifer, presented by Jonathan Edelman and Rebecca Currano

16:10 Group Discussion



- 16:30** **Break**

- 16:50** **Project 2009.03.HPI**
D-Tools 2.0: Enabling Efficient Collaboration in digital design spaces across time and distance
PI: Christoph Meinel, presented by Raja Gumienny

- 17:10** **Project 2009.01.SU**
Cultural Influences on Design Thinking Processes and Outcomes
PI: Pamela Hinds, presented by Joachim Lyon

- 17:30** **Group Discussion**

- 18:00** **Welcome Reception in Woodside Room Foyer or
in the Courtyard, if weather allows**

- 20:00** **Closure for the day**

Thursday, 5 November 2009
Stanford Park Hotel, Woodside Room, 2nd floor

- 08:00** **Breakfast Buffet**

- 09:00** **Re-opening Remarks**
Larry Leifer, Christoph Meinel

- 09:10** **Project.2009.12.SU**
Rosie: A Communication Robot for Design Thinking
PI: Mark Cutkosky, presented by David Sirkin and Eric Kent

- 09:30** **Project 2009.14.SU**
What is the Value of Prototyping?
PI: Scott Klemmer, presented by Steven Dow

- 09:50** **Project 2009.09.SU**
Measuring and Changing Organizational Culture through Design Thinking
Culture Metrics (DTCM)
PI: Banny Bannerjee, presented by Christopher Han, Malte Jung, Micah Lande,
and Neeraj Sonalkar



- 10:10** **Project 2008.04.HPI**
e.evaluate: DESIGN VALUES
PI: Christoph Meinel, presented by Christine Noweski and Ingo Rauth

- 10:30** **BREAK**

- 10:50** **Project 2008.05.HPI**
Agile Software Development in Virtual Collaboration Environments
PI: Robert Hirschfeld, presented by Bastian Steinert

- 11:10** **Project 2008.02.HPI**
Towards Next-Generation Design-Thinking II: Virtual Multi-User Software
Prototype
PIs: Holger Giese , presented by Gregor Gabrysiak

- 11:30** **Design Exercise**
Surviving with Design Thinking
Larry Leifer and Mark Schar

- 12:45** **Design Exercise wrap up**

- 13:00** **Buffet Lunch –**
Courtyard, 1st floor or in Atherton Room 2nd floor, if weather dictates

- 14:00** **Bernie Roth, d.school Director**
Creative Problem Solving

- 14:30** **Guest Lecture**
Innovation Journalism
PI: David Nordfors, executive director, Center for Innovation Journalism

- 15:00** **Closing remarks**

- 15:15** **Bus to Testarossa Winery**
300-A College Avenue
Los Gatos, CA

- 16:30** **Team Design Exercise**

- 17:30** **Wine Tasting**

- 18:15** **Dinner in the Cave**

- 21:00** **Return to Stanford Park Hotel**



Friday, November 6, 2009
Stanford Park Hotel, Woodside Room, 2nd floor

8:00 **Breakfast Buffet - Woodside Foyer**

9:00 **Projects 2009.08.SU and 2009.06.HPI**

Design Loupes: A bifocal Study to improve the Management of Engineering Design by Co-evaluation of the Design Process and Information sharing Activity
PI: Larry Leifer & Alexander Zeier
Presentations by Mathias Domschke, Karl Gumerlock, Thomas Kowark, and Sushi Suzuki

10:00 **Guest Lecture**

Sam Yen, SAP Design Services Team

10:30 **break**

11:00 **Guest Lecture**

Realtime Venture Design Lab (ReVeL)
PI: Ade Mobogunje, Senior Research Associate at CDR

11:30 **Workshop Wrap Up**

Larry Leifer & Christoph Meinel

12:00 **Lunch - Woodside Room foyer**

13:30 **Die Luft der Freiheit weht**