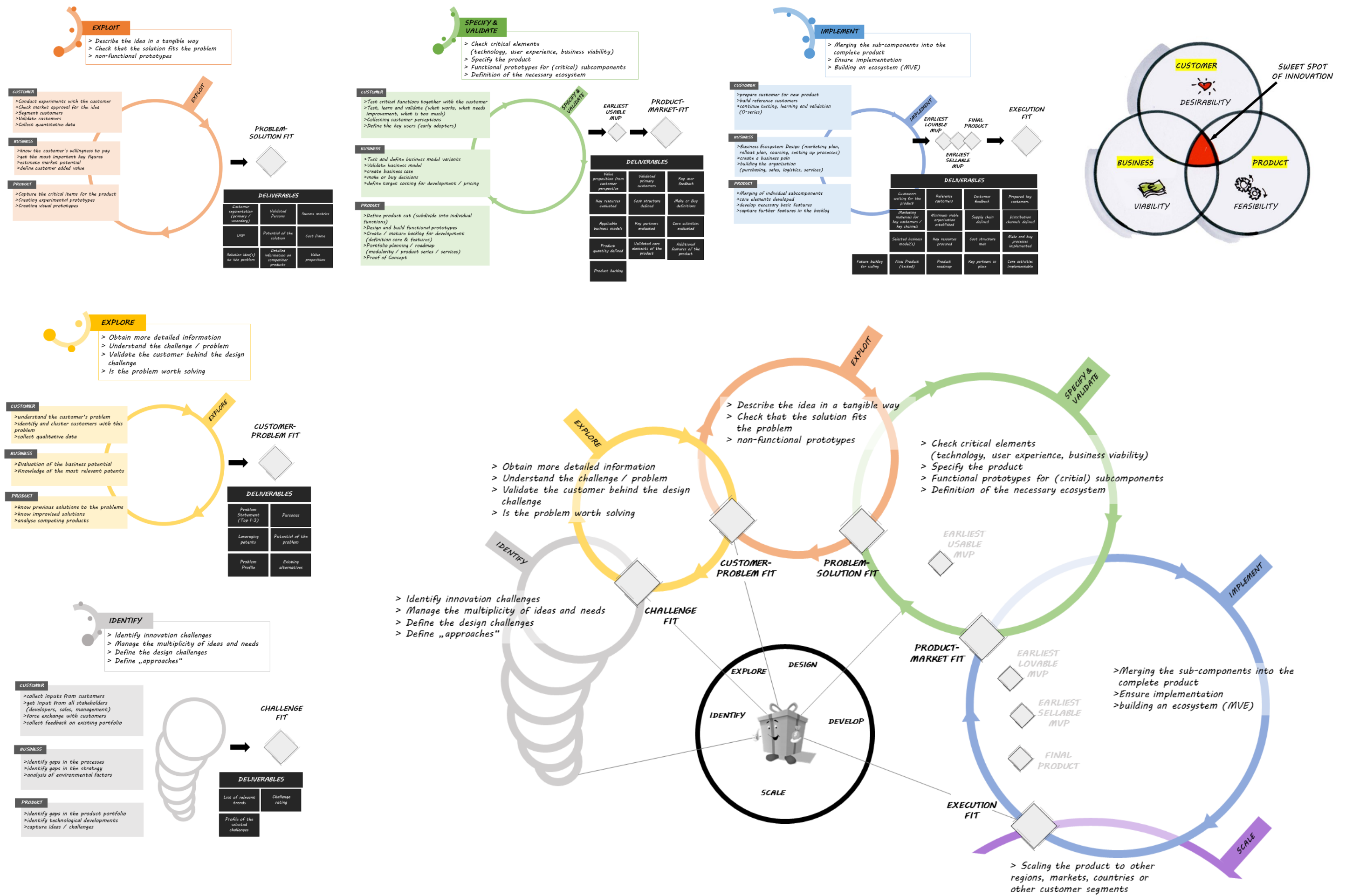


Master-Thesis Engineering, Fachgebiet Business Engineering and Production

Exploring the Gap between Design Thinking and Agile Development of the Innovation Process



Problem

innovation in companies has a much higher status than in the past. Only through innovative, new or adapted products companies can address the rapidly changing needs of the customer and thus maintain their competitiveness. That is why methodologies such as design thinking are very popular today and gained a lot of acceptance. Yet many ideas peter out after going through this process. It is often heard that the methodology and the knowledge to successfully implement generated ideas with potential are missing.

with a special focus on innovating physical products.

Solution

Based on the collected findings from explorative interviews, it was realised that the gap does not have methodological origins, but arises on the basis of various external framework conditions, such as the mindset, team building, culture and organisation. In addition, it was recognised that the procedure and methodologies after the Design Thinking are giving a general overview, but are not specific enough to show the concrete activities.

but focuses on the activities on the innovation path, should provide the necessary support to users and management in the form of a guide. Qualitative interviews were conducted to test the acceptance and applicability of this model. It was confirmed that this guide sheds light on the difficulties of the innovation process and can thus be used to sensitise the teams, the culture and the organisation. In addition, it provides an overview of the activities of the three dimensions of innovation and possible tools for them.

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This master thesis deals with the gap between design thinking and agile development in the innovation process,

An iteratively developed innovation model, which is not based on methods