



Design Thinking

for Active Digital Living Projects

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Academic Information

Professional category: Catedratico de Escuela Universitaria

Dedication regime: Part time

1st and 2nd cycle studies and pre-Bologna degrees:

University degree: PhD. Image

Name of qualification: Licenciado en Diseño Grafico (ULSA); Doctor en Imagen (UCM)

City degree awarding entity: Madrid, Spain

Degree awarding entity: Universidad Complutense de Madrid

CV Abstract

Juan Ramón (Moncho) Dávila is a Graphic Designer graduated by La Salle University in Mexico City, with a specialty in Multimedia (UAM, Mexico) and PhD by the Communications Faculty (CAVP2) of the Universidad Complutense in Madrid, Spain.

Professionally he has developed communication, hypermedia and corporate identity programs & design thinking consultancy for diverse companies in Mexico, Brasil, Spain and UK.

As a teacher in different Universities in Mexico and Spain (ULSA, UEM, Nebrija, UNIR) he has been working with subjects such as hypermedia, digital graphic design and marketing, participating in the organization and development of seminars, congresses and graduate study programs related to hypermedia, communication, arts and graphic design.

Actually he participates as researcher in the I+D+C Museum Group (UCM) with subjects related to communication, hypermedia graphic design and museums. He collaborates professionally as Creative for Apple Retail, he is Design Lead for Discovering Latin America and teaches part time at UNIR in the Digital Design degree .

design thinking methodology.

Design is a broad concept, in my professional life I find myself constantly applying graphic design concepts because I work as a graphic designer, but when I travel I also need to take design decisions in order to plan my next trip; or when I am training for my next marathon I need to properly design my training sessions along the race's previous weeks.

This design decisions imply a way of thinking and doing things that entail reflection and strategic sense, this approach to create and to solve problems is not unique to designers, governments, organizations, businesses, cities and individuals are constantly taking design decisions, whether they are aware of them or not, this is why a design thinking methodology aids creative and decision making processes.

Design Thinking is about crises and transformations, it helps to take perspective on change or challenging processes and works better in interdisciplinary groups because it benefits from the connections and backgrounds of the subjects in a workgroup who can add diverse view-

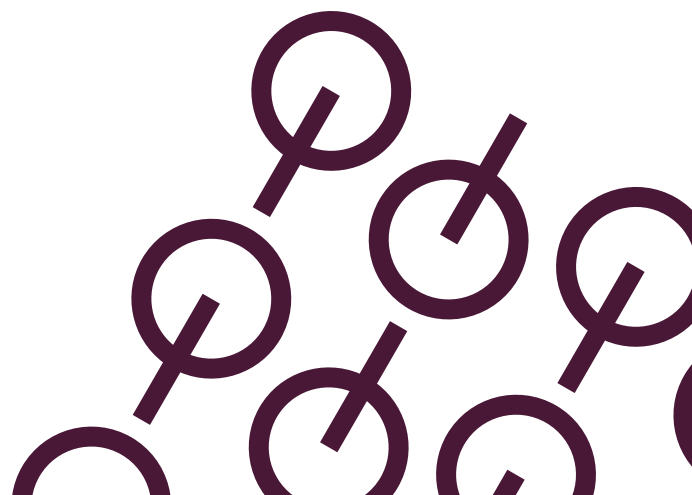
Design decisions imply a way of thinking and doing things that entail reflection and strategic sense.

points and enrich the contributions of the design thinking methodology.

The design thinking method goes from local to global; starting with the everyday problems or opportunities to rediscover new solutions & paths for change. The participants of a design thinking project become promoters of this solutions and paths, collaborating actively to provoke change and create the conditions that facilitate the implementation of this discoveries.

Shared objectives call for shared solutions and design thinking contributes to develop the lines of action for a common project, whether it is launched by a citizen/state relationship or a group of corporate team members.

Design Thinking should be an agent of innovation, and with the interdisciplinary connections of a diverse group social innovation becomes an interesting target for this methodology.



design thinking for active digital living.

Since the diffusion of internet, mobile phones and social media, and its convergence with social innovation, a new generation of services have sprawled in the digital environment, one important area is the set of technologies that promote active lifestyle and human enhancement, this areas are growing as opportunities in the digital life and are transitioning to active digital aided lifestyles, becoming tools that help in the wellbeing and improvement of personal and social life.

Active Digital Living is the smart aspect of cities & citizens, helping to adequate the use of spaces, adding good context, promoting smart home use beyond controlling devices and recreating spaces such as digital trainers or social digital activities that can enhance digital health in its social, physical and emotional aspects.

The focus of an Active Digital Lifestyle is to turn to healthy habits; be in shape, take care of health by acknowledging medical data... Nowadays it is evident that the promotion of active life is fundamental, the World Health Organization makes it clear that sedentary lifestyle and social loneliness are two major factors that affect our health and education is the only way to face this challenges.

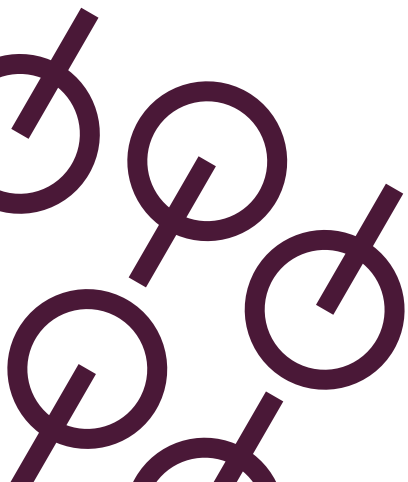
“Although design capability is a widespread human capacity, to be usable it must be cultivated”.

But, how to work on education about an active lifestyle? Many of the hardware that we can find on the market comes with software such as esport programs, video games or training templates; and which one should I choose? What goals should I go after? This is where a Design Thinking workshop or coaching could help.

Ezio Manzini

An Active Digital Lifestyle aided by Design Thinking benefits from different approaches that help define the main objectives of a proposed solution, it provides important questions to be asked and worked along with a team that can help grow an idea; is this goal desirable for me and my environment?; is this project feasible?; what benefits am I (or my work group) expecting from an Active Digital Lifestyle?

The answer to this questions involves a series of processes and interactions that will help to define a more detailed and/or different solution(s), the answers should include understanding, observations, different points of view, ideas, prototype and testing in a cycle that usually repeats to

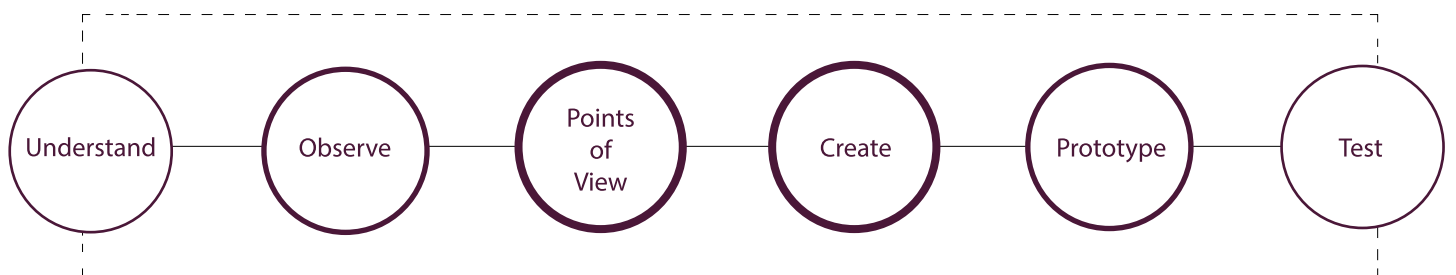


improve the ideas and solutions found along the way.

The success of a Design Thinking strategy is linked to its holistic point of view, therefore attention should be given to the team that is going to work on the strategy, to the environment where the problem or solution is immersed, and to the whole process that makes the project possible.

A Design Thinking workshop applied to a DAL project can help establish a methodology or process in its more basic form; to manage a problem that hasn't been resolved with usual approaches and in its more profound applications it works as an incentive to hunt for innovative ideas & projects, that even could not be very clear from the beginning.

the design thinking process.



Each Design Thinking project faces a challenge, and, to tackle it, uses an iterative process where different scenarios are explored in order to apply understanding and observation to the filter of the diversity of the work group, ideas are created, prototyped and tested to receive feedback and be improved in a new cycle that keeps refining and idea or directing to new options.

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