

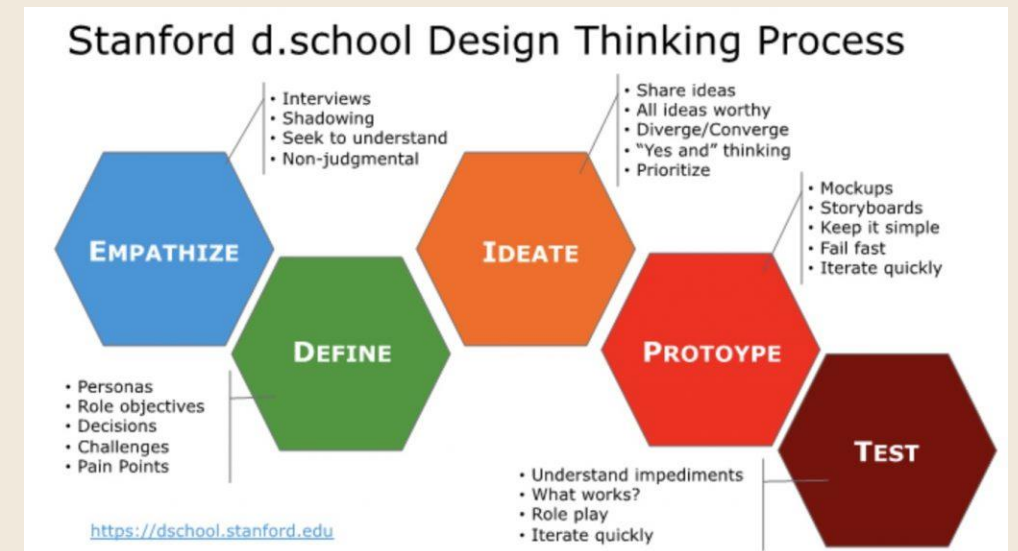
What the d.school is

- Formally the **Hasso Plattner Institute of Design** at Stanford, founded in 2005
- Started by David Kelley of IDEO, with funding from SAP co-founder Hasso Plattner
- A cross-campus hub: students from every Stanford school take project-based, team-taught classes
- Led by Executive Director Sarah Stein Greenberg since 2014



How it teaches design thinking

- **Empathize:** watch and interview the people you are designing for
- **Define:** frame the real problem from what you learned
- **Ideate:** generate many options before judging any
- **Prototype:** build something quick and cheap to make the idea concrete
- **Test:** put it in front of users, learn, and loop back



What it has produced

- **Ventures from the classroom:** Design for Extreme Affordability led to Embrace (infant warmer) and d.light (solar lighting)
- **Degrees:** now home to Stanford's two relaunched design degrees
- **Beyond students:** executive education, a K12 Lab, and a 12-book series on design
- **A global model:** a sister school at HPI in Potsdam and many imitators worldwide



Core messages: what the d.school stands for

01 Start with people

Begin with the needs of real users, not with a technology looking for a use.

02 Build to think

Make a rough prototype early and learn from testing it instead of planning at length.

03 Mix the disciplines

Engineers, doctors and MBAs work on one team, because hard problems cross fields.

04 Creativity can be taught

Everyone can learn to innovate with practice. It is a skill, not a gift.

So what? The d.school treats innovation as a method anyone can learn and practice.