

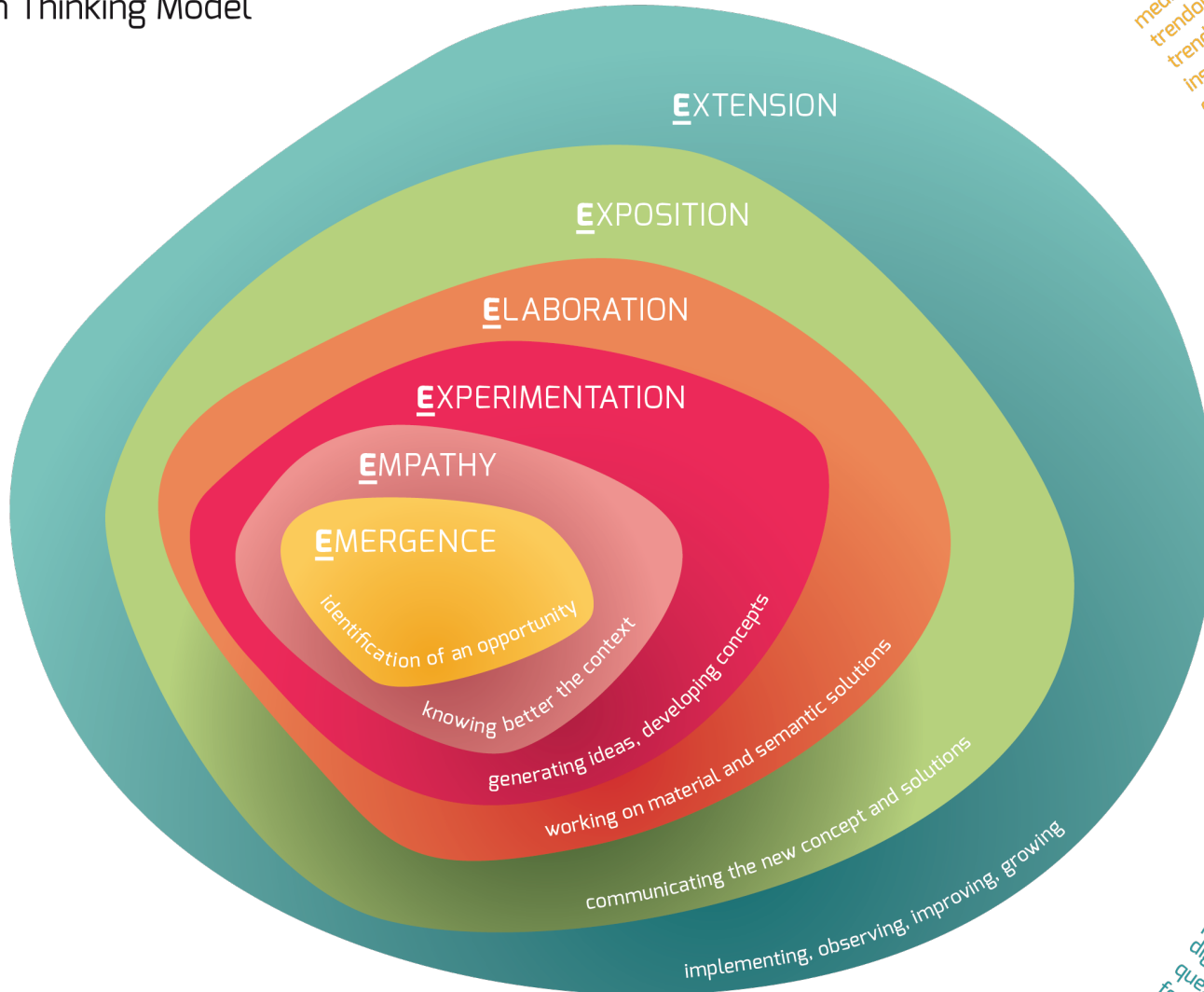
# TRANSFERABLE SKILLS I

*Design Thinking*  
Module

2025.2026

lesson 3

# Mindshake Design Thinking Model



- media
- trendobse
- trendmatrix
- inspiration board
- opportunity mind map
- intent statement
- stakeholder map
- image interview
- persona map and cards
- empathy map
- moodboard
- user journey map
- brainwriting
- insight clustering
- experiential drawing
- semantic confrontations
- analogies
- desktop walkthrough
- role play
- proposition drawing
- rapid prototyping
- evaluation matrix
- service blueprint
- pilot testing
- solution storyboard
- concept illustration
- vision statement
- solution prototype
- presentation board
- visual business model
- implementation map
- print media
- digital media
- questionnaire
- feedback map
- roadmap



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### **3.1 CREATIVE THINKING 'MEANING'**

Fluency

Flexibility

Originality

Elaboration

### **3.2 EXPERIMENTATION PHASE**

Analogies

Semantic  
confrontation

**CHALLENGE**

**what different things can you do with a pen?**

**how many different ideas can you write down within 1 minute?...**



**WHAT IS MOST IMPORTANT? QUANTITY OR QUALITY ?**

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**fluency**

The ability to express, over a given period of time, more ideas about a given circumstance.



Reis, M., Clemente, V. (2019) A visual tale about creativity. in Tschimmel, K. (Ed.) The Creativity Virus – a book about and for Creative Thinking. Porto, Portugal: Mindshake

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# DESIGN THINKING MODELS

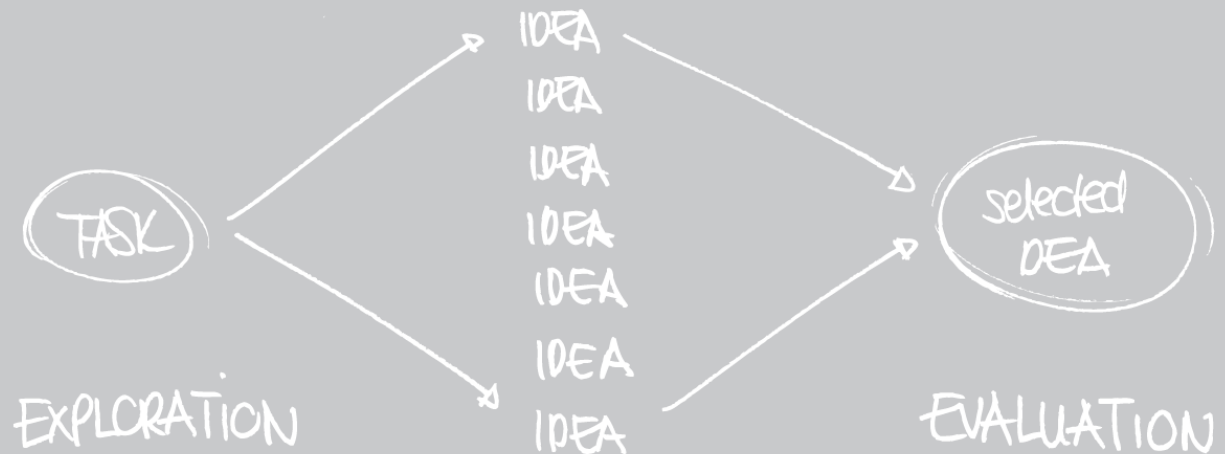
## E6<sup>2</sup> Model



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The model is called E6<sup>2</sup> (squared), as there are moments of **E**xploration (divergence) and **E**valuation (convergence) in every phase of the model.



**CHALLENGE**

**how many MORE  
different ideas can  
you write down  
within ANOTHER  
minute?... (while  
listening some  
words)...**

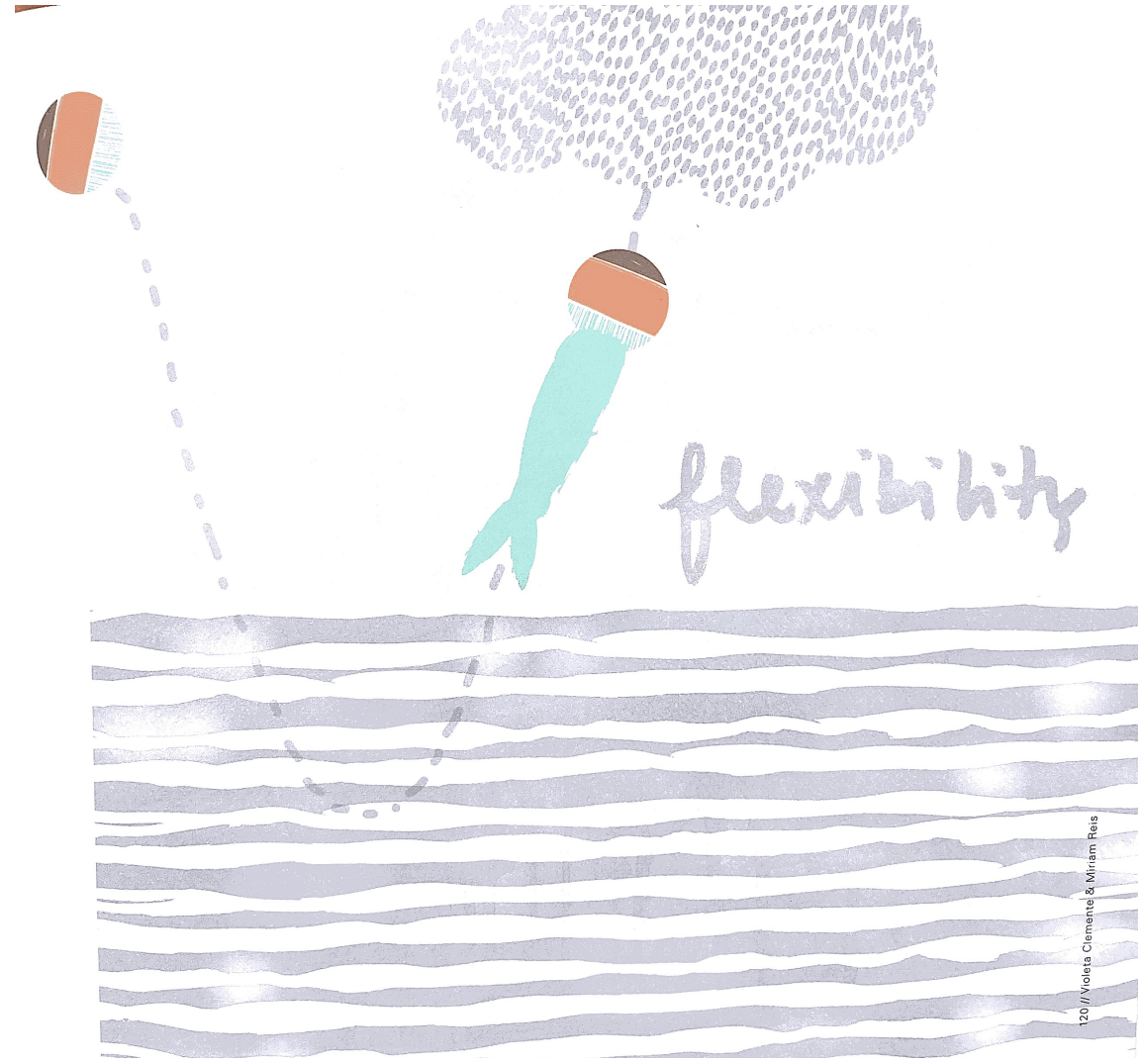


**WERE RANDOM WORDS USEFUL? WHY?**

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flexibility

The ability to ordering ideas in different classes (categories, spheres of application, ...)



Reis, M., Clemente, V. (2019) A visual tale about creativity. in Tschimmel, K. (Ed.) The Creativity Virus – a book about and for Creative Thinking. Porto, Portugal: Mindshake

CHALLENGE

**who was able to  
produce an  
original idea?**



HOW IS ORIGINALITY EVALUATED?

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# originality

The ability to an idea that is unique, unusual or strongly different from existing thing within a given context.



K. (Ed.) The Creativity Virus – a book about and for Creative Thinking. Porto, Portugal: Mindshake

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**CHALLENGE**

**select one of your  
ideas to  
communicate to  
the class through a  
1 minute sketch**

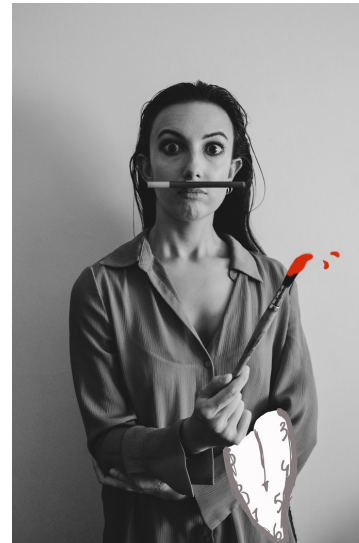


**WHY IS ELABORATION RELEVANT?**

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# elaboration

The ability to to incorporate details, aiming ideas' development, improvement or 'beautification'.



121 // Violeta Clemente & Mílham Reis

Reis, M., Clemente, V. (2019) A visual tale about creativity. in Tschimmel, K. (Ed.) The Creativity Virus – a book about and for Creative Thinking. Porto, Portugal: Mindshake

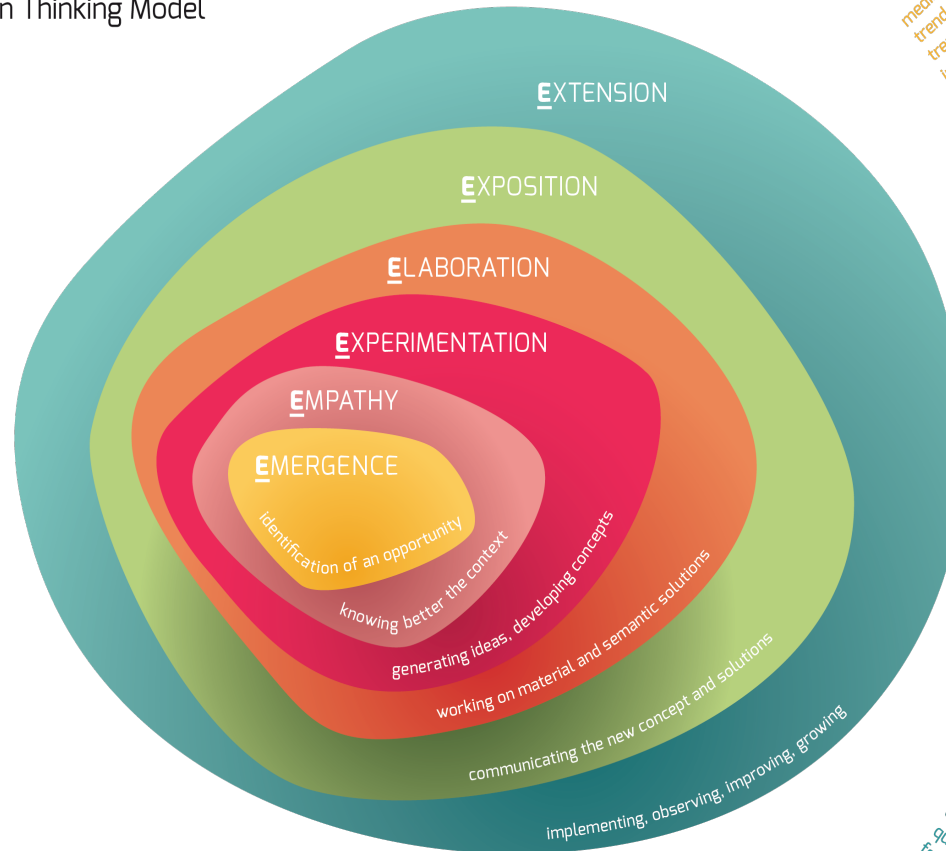
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**DESIGN THINKING  
 MODELS**  
 E6<sup>2</sup> Model



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# EVOLUTION 6<sup>2</sup>

Mindshake Design Thinking Model



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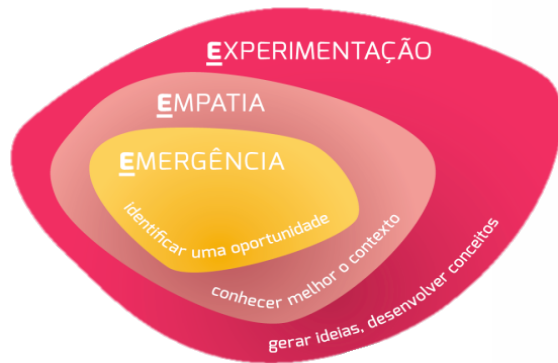
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**E6<sup>2</sup> Model**

**Experimentation  
phase**



**How to generate innovative and original solutions?**

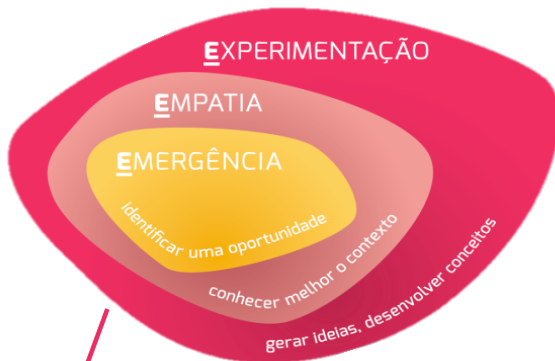
**How to promote creative thinking?**

**What kind of tools can stimulate lateral thinking?**

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## E6<sup>2</sup> Model

### Experimentation phase



Analogies

**MIND  
SHAKE**

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## ANALOGIES



*generating ideas by  
comparison*

think against the obvious

inspire ideation

transfer knowledge from  
one to another domain

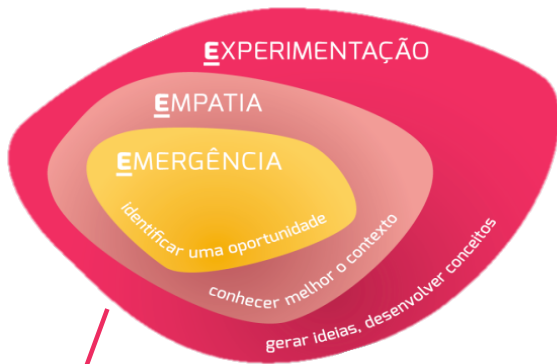
stimulate originality

**EXPERIMENTATION**

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**E6<sup>2</sup> Model**

**Experimentation  
phase**



Analogies

**MIND  
SHAKE**

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① PERSONAL ANALOGY



④ FANTASY ANALOGY



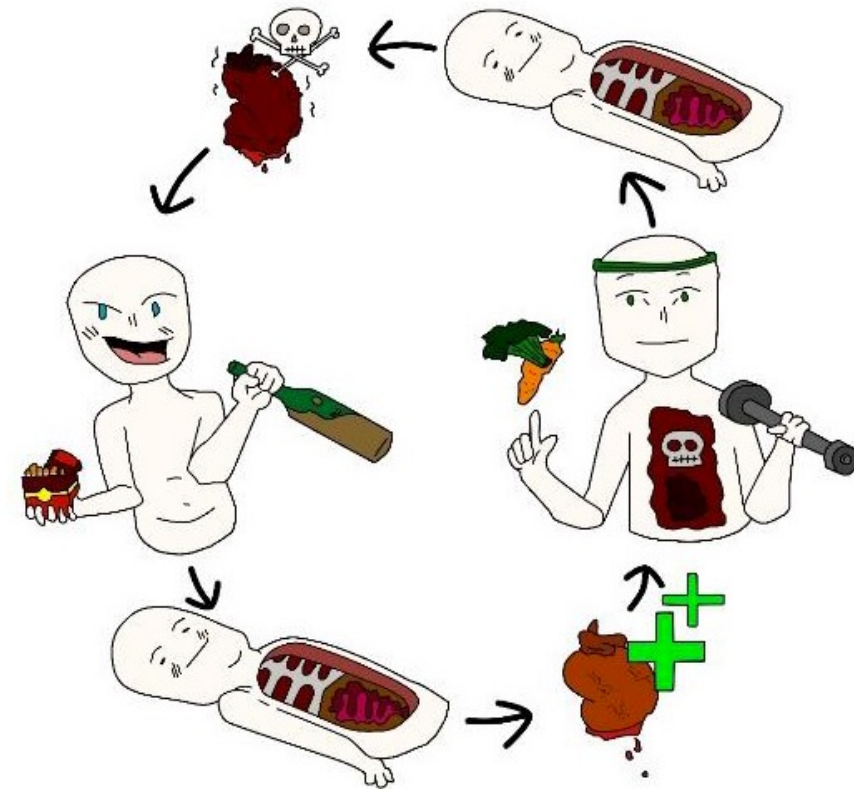
③ SYMBOLIC ANALOGY

CHALLENGE

**sketch a chair based  
on a opposite  
analogy**

*...“o que seria o contrário de uma cadeira?”*





**Exemplo retirado/adaptado a partir dos trabalhos realizados em 2024**



*Exemplo retirado/adaptado a partir dos trabalhos realizados em 2024*

## JOB JOY

- SATISFACTION SCANNER
- DIAGNÓSTICO PRECISO EM POUCOS SEGUNDOS
- RÁPIDO E SEGURO
- SAIBA SE ESSE TRABALHO É IDEAL PARA SI

[WWW.SATISFEITOS.COM.PT](http://WWW.SATISFEITOS.COM.PT)

# Interação com o Público Alvo

Na casa transparente , um sistema de reconhecimento facial , com a ajuda da inteligência artificial cria um avatar à semelhança da pessoa que entrou na casa.

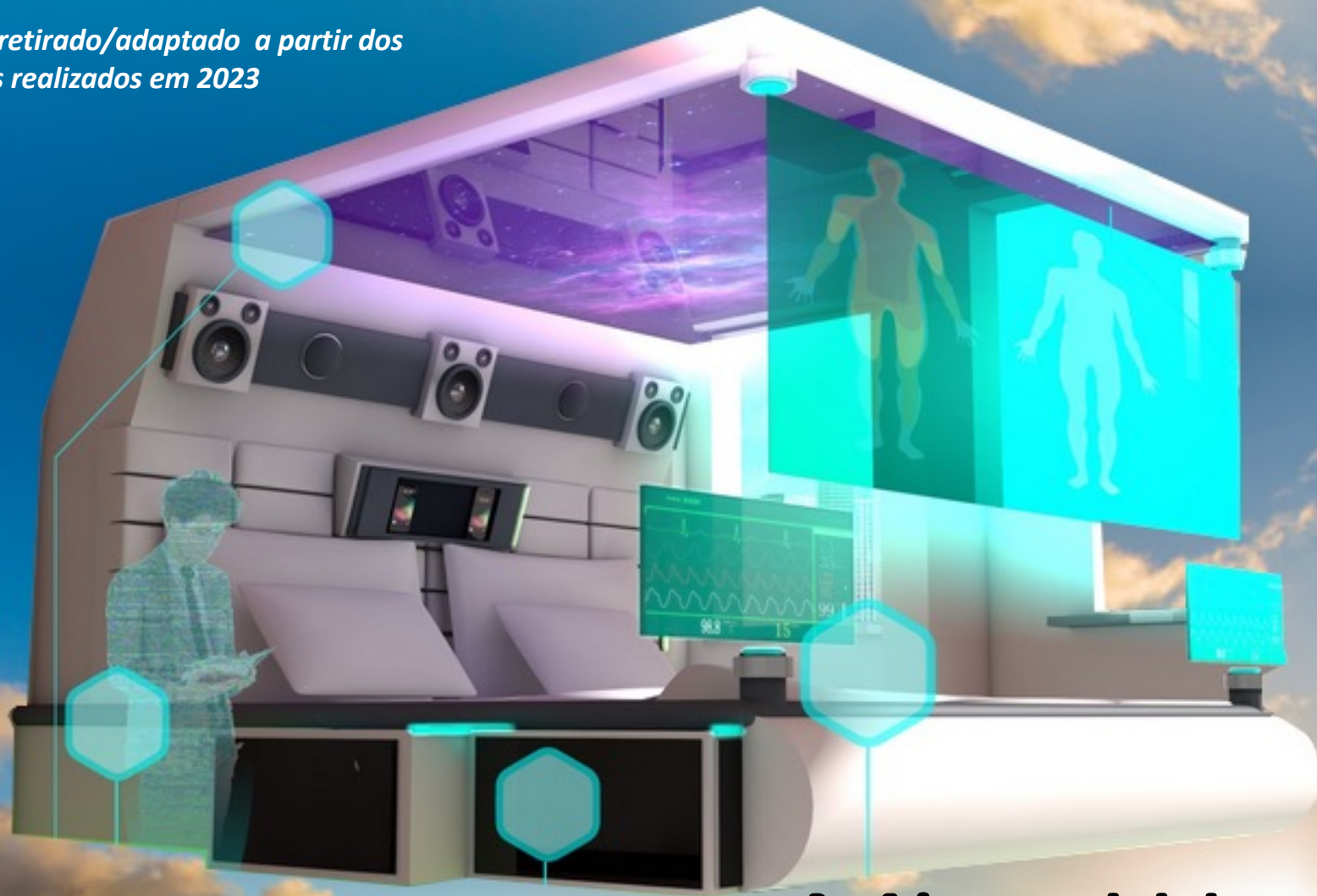
Este avatar ou num ecrã é apresentada informação pessoal, que poderá ser sensível, sites e redes sociais visitados.



Partilha de dados e Segurança Web Design Thinking 2023-2024

***Exemplo retirado/adaptado a partir dos trabalhos realizados em 2023***

*Exemplo retirado/adaptado a partir dos trabalhos realizados em 2023*

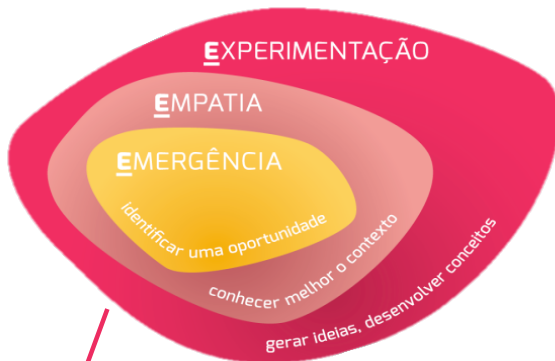


**MicroWave BEd**

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**E6<sup>2</sup> Model**

**Experimentation  
phase**



Semantic confrontations

**MIND  
SHAKE**

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**SEMANTIC  
CONFRON-  
TATION**



*generating ideas through  
unusual combinations and  
forced relationships*

give an impulse for ideation  
and imagination

avoid stereotypical thinking

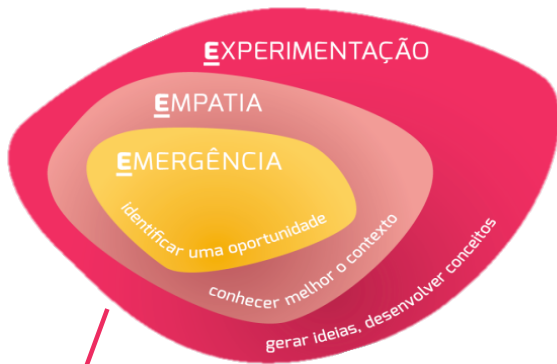
think against the obvious

**EXPERIMENTATION**

lesson 3

**E6<sup>2</sup> Model**

**Experimentation  
phase**



Semantic  
Confrontations

**MIND  
SHAKE**

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Kobi Levi



Kobi Levi

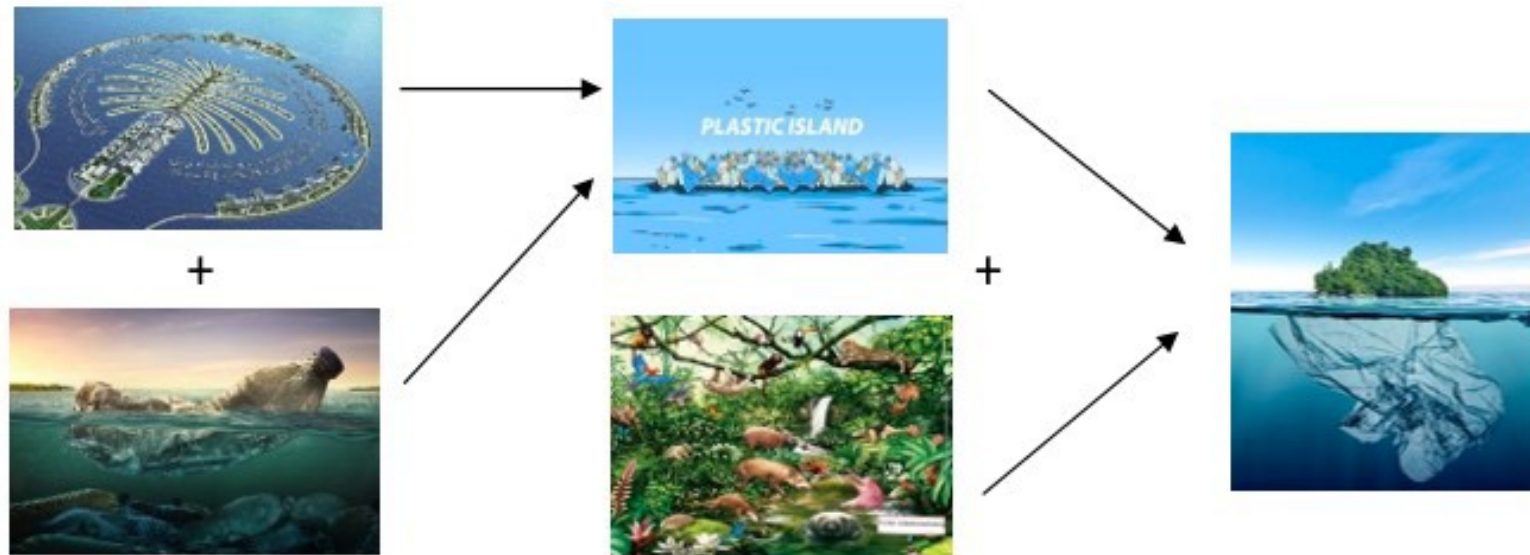


Fishink



Fishink





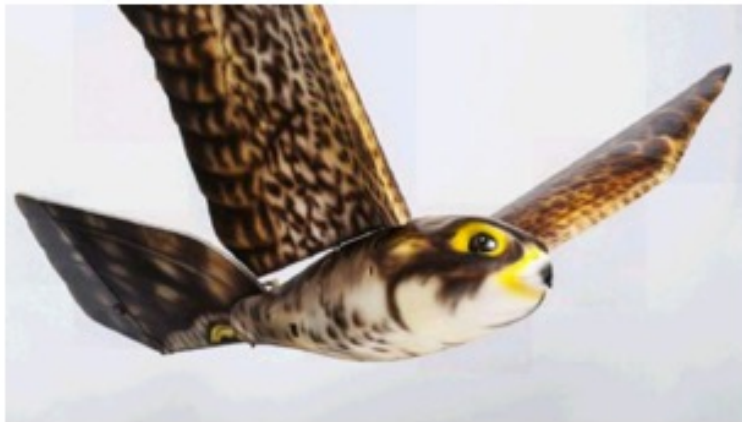
*Exemplo retirado/adaptado a partir dos trabalhos realizados em 2021*



+



*Exemplo retirado/adaptado a partir dos trabalhos realizados em 2021*



## ANALOGIA

Os dentes-de-leão têm um processo natural de fertilização, em que as sementes são deslocadas pela força do vento e crescem no local em que aterram. É uma analogia que ajudou a formular a ideia escolhida: as pessoas que destroem estão a espalhar sementes.



Figura 3 – sementes de dente-de-leão a serem levadas pelo vento

## CONFRONTAÇÃO SEMÂNTICA

A confrontação semântica presente é que quando se fala em ações climáticas, também se fala na não poluição. No entanto, o cenário é destruído e transformado em “lixo”, uma ilusão de poluição. Isto é contraditório ao que se considera como ação climática, porém, no nosso caso, faz parte do proposto: as sementes entram em contacto com solo e os materiais decompõem-se mais facilmente.

## RAGE ROOM



Um cenário montado ao ar livre com o intuito de ser destruído, feito com materiais biodegradáveis que com o tempo se irão transformar em adubo e árvores.

A ideia foi selecionada, tem impacto e passa a mensagem que queríamos transmitir.

**Exemplo retirado/adaptado a partir dos trabalhos realizados em 2021**

# Projeto Proposto

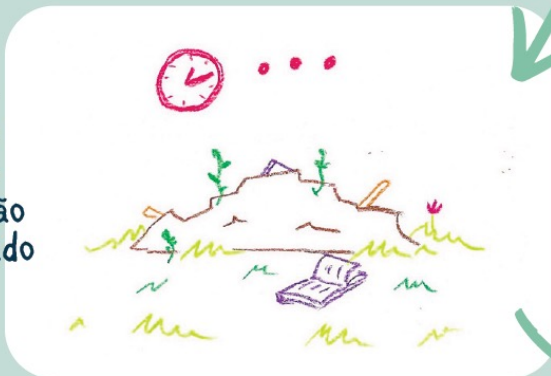
1 - Cenário contrastante com o ambiente é montado



2- as pessoas são convidadas a destruir



3- com o passar do tempo, os materiais vão se decompondo



4 - a paisagem é transformada, crescem árvores e outras plantas



*Exemplo retirado/adaptado a partir dos trabalhos realizados em 2021*

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## WORK FOR NEXT WEEK



Experiment/play with **ANALOGIES** and/or **SEMANTIC CONFRONTATIONS** and explore what kind of ideas/concepts you are able to come up to or how they change your previous ideas

**Don't fall in LOVE with the 1<sup>st</sup> solution!!**