

# **TRANSFERABLE SKILLS I**

*DesignThinking*

Module

2025.2026

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## **4.1 ELABORATION PHASE**

From sketch to  
prototype

## **4.2 EXPOSITION PHASE**

Solution storyboard

## **4.3 DESIGN THINKING MOVEMENTS**

Divergence  
Convergence  
Interactivity

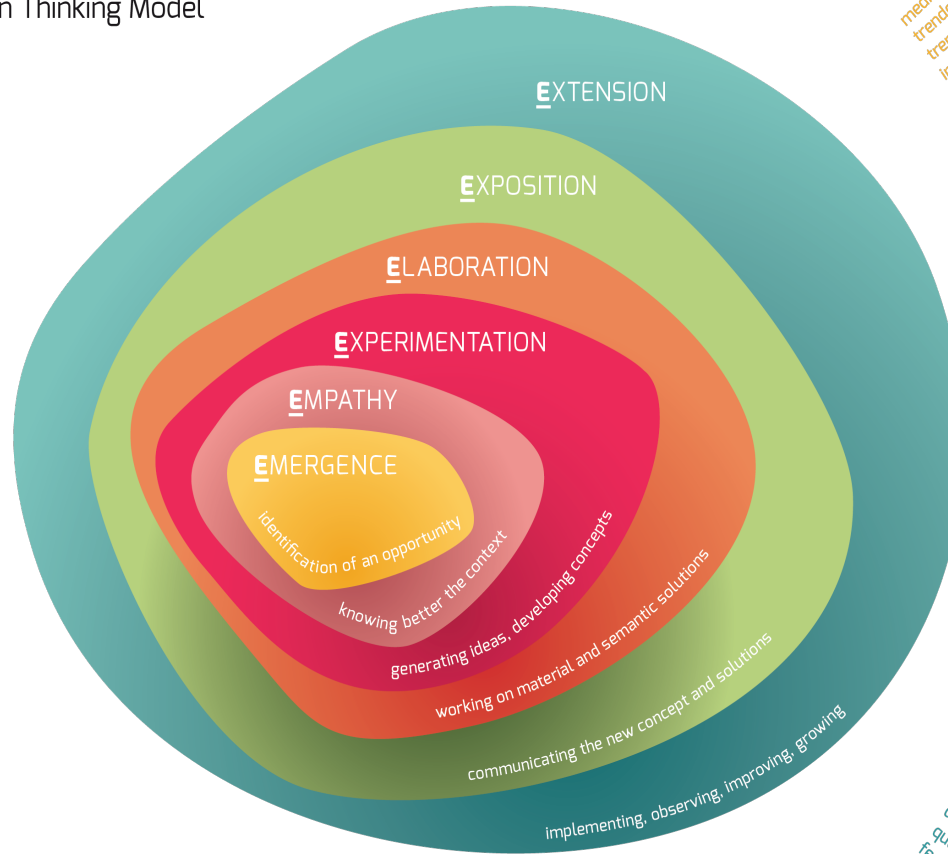
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**DESIGN THINKING  
 MODELS**  
 E6<sup>2</sup> Model



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# EVOLUTION 6<sup>2</sup>

Mindshake Design Thinking Model



- media research
- trendobservation
- 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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**E6<sup>2</sup> Model**

**Elaboration phase**



**How to work on an idea?**

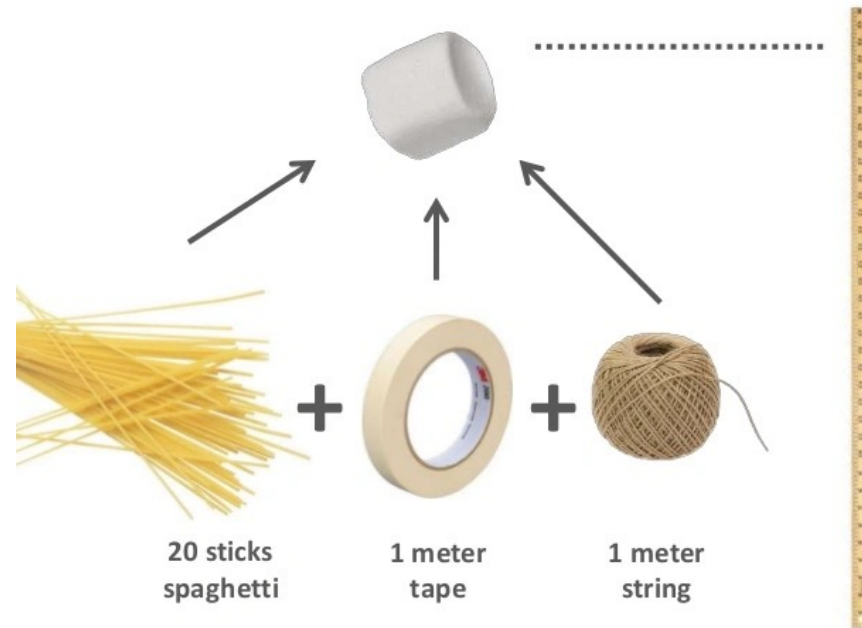
**How make it more tangible?**

**How to test how it works?**

## Sketching solutions...

**DRAW** the tallest tower possible that *will support a marshmallow*, in 18 minutes with:

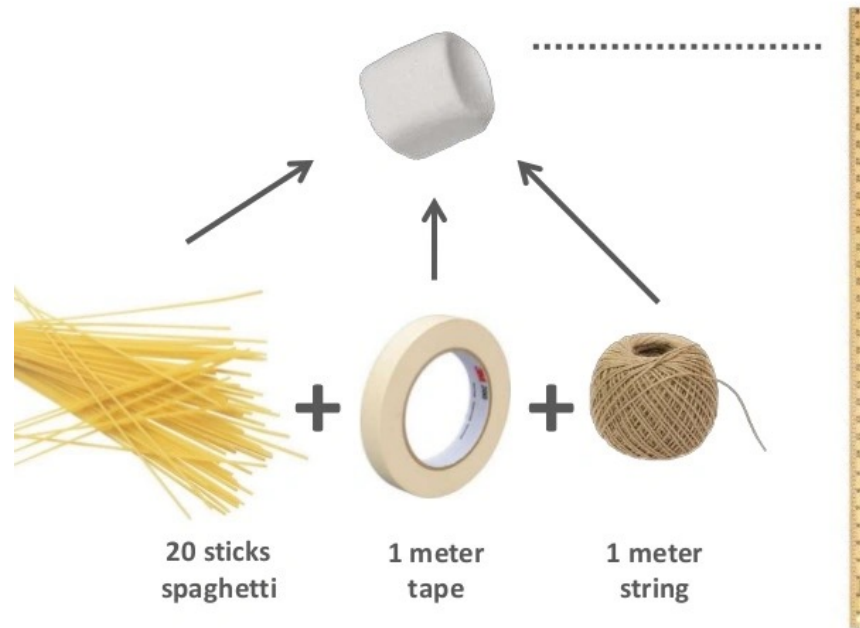
- 20 sticks of dry spaghetti
- 1m string
- 1m tape
- one marshmallow



## ...versus prototyping solutions

**BUILD** the tallest tower possible that *will support a marshmallow*, in 18 minutes with:

- 20 sticks of dry spaghetti
- 1m string
- 1m tape
- one marshmallow



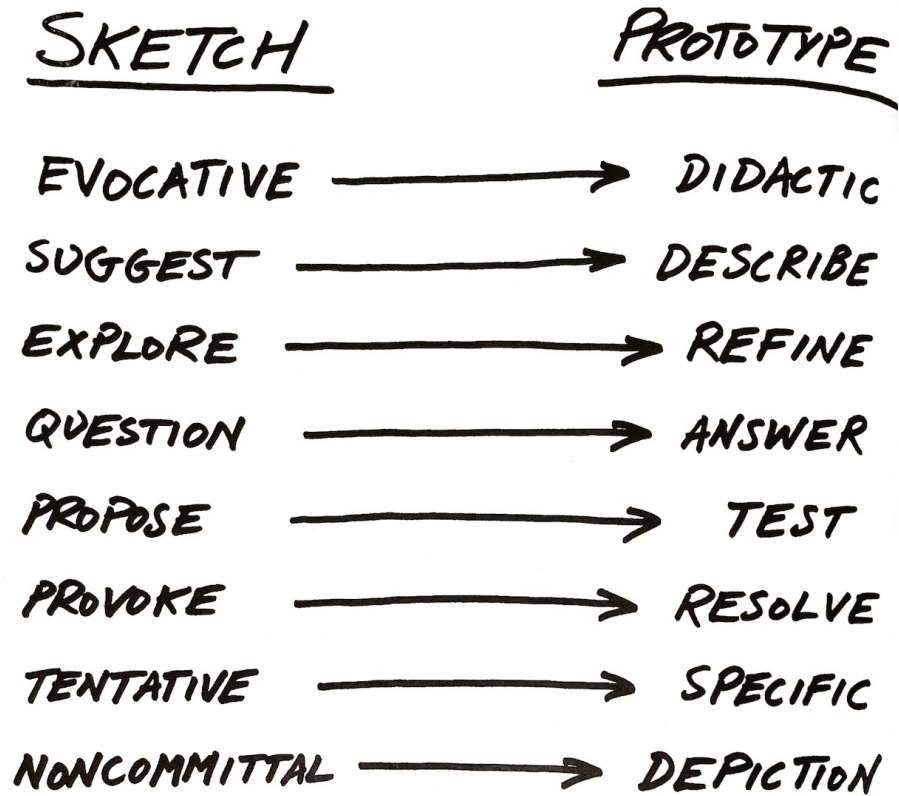


Figure 52: The Sketch to Prototype Continuum

The difference between the two is as much a contrast of purpose, or intent, as it is a contrast in form. The arrows emphasize that this is a continuum, not an either/or proposition.

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

**Elaboration phase**



Rapid Prototyping



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**RAPID  
PROTO-  
TYPING**



*materialising final ideas  
with low fidelity*

make abstract ideas concrete

help to refine functional  
interactions

identify problems with the  
design

gain early feedback from  
the user

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

**Elaboration phase**




Rapid Prototyping

**MIND  
SHAKE**

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**don't fall in  
love with your  
first ideas!**

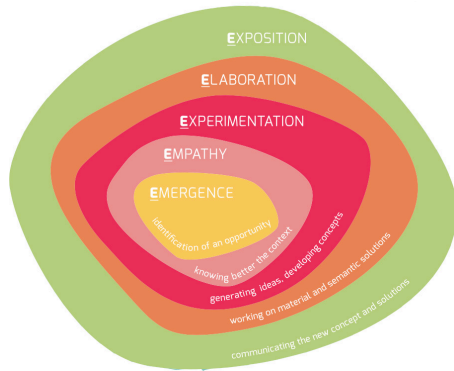
It is vital to think of possibilities at all scales, to sketch or write them down to share in the process, but not to fall in love with them as “The Solution”

Blythe et al, 2016

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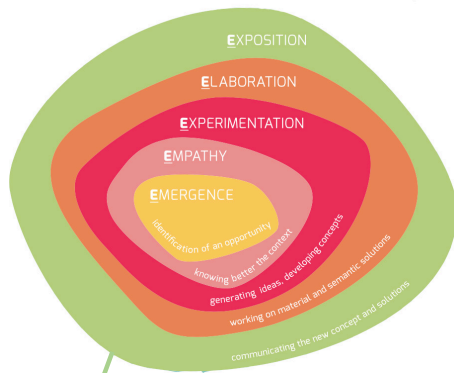
**E6<sup>2</sup> Model**

**Exposition phase**



how to engage with the audience and communicate a solution effectively?

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



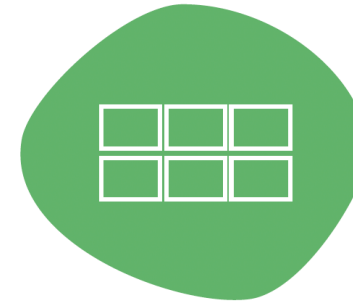
Concept illustration

**MIND  
SHAKE**

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**SOLUTION  
STORY-  
BOARDING**



*describing the result of  
an innovation project in  
a visual way*

organise information and create  
overview

support communication

make the vision comprehensible

express the new value

**EXPOSITION**

# Projeto Proposto

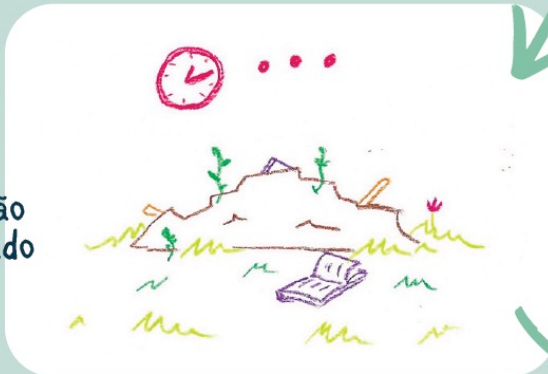
1 - Cenário contrastante com o ambiente é montado



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**

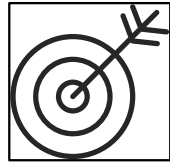


(<https://youtu.be/64GntbVwIGw>)



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## WORK FOR NEXT CLASS



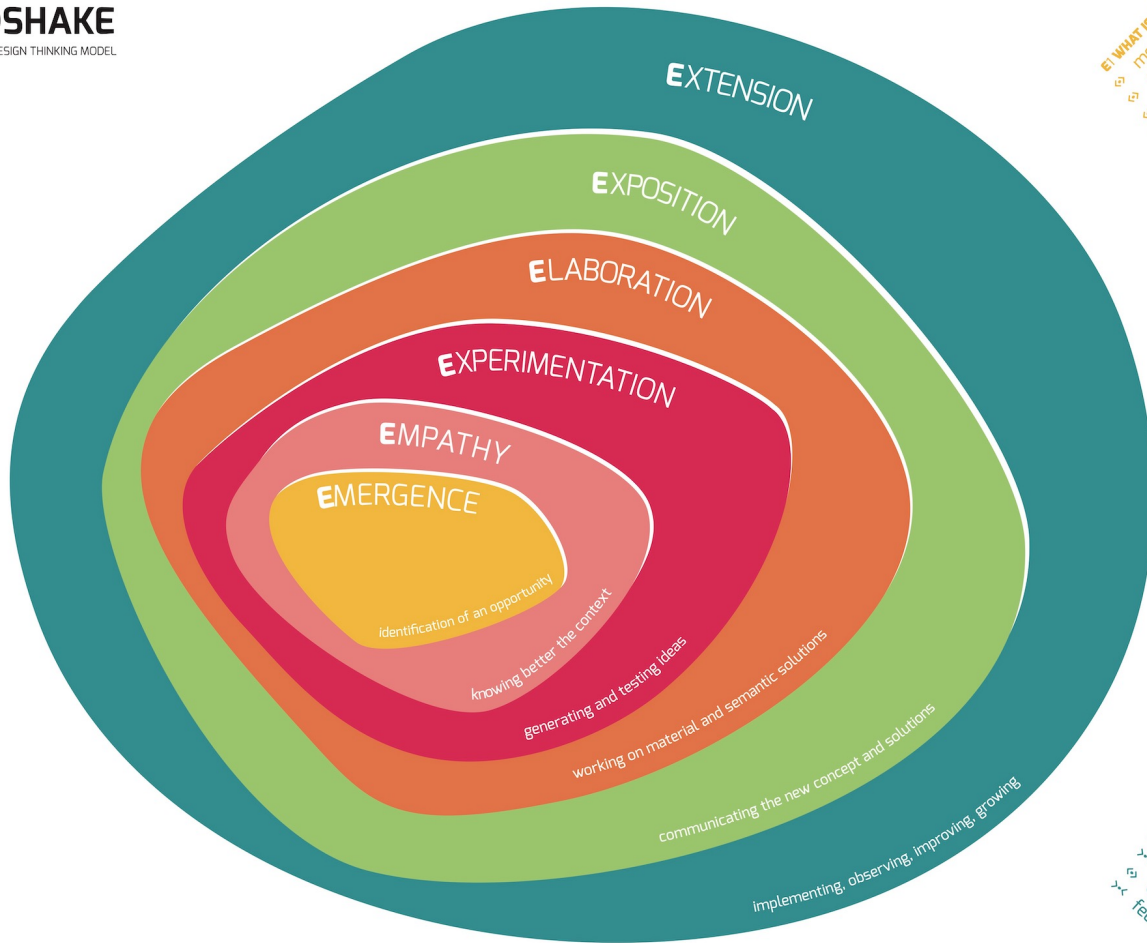
**PROTOTYPE** and refine your ideas/concepts



Build a compelling story to **COMMUNICATE** with your audience

# E.6<sup>2</sup>

**MINDSHAKE**  
INNOVATION & DESIGN THINKING MODEL



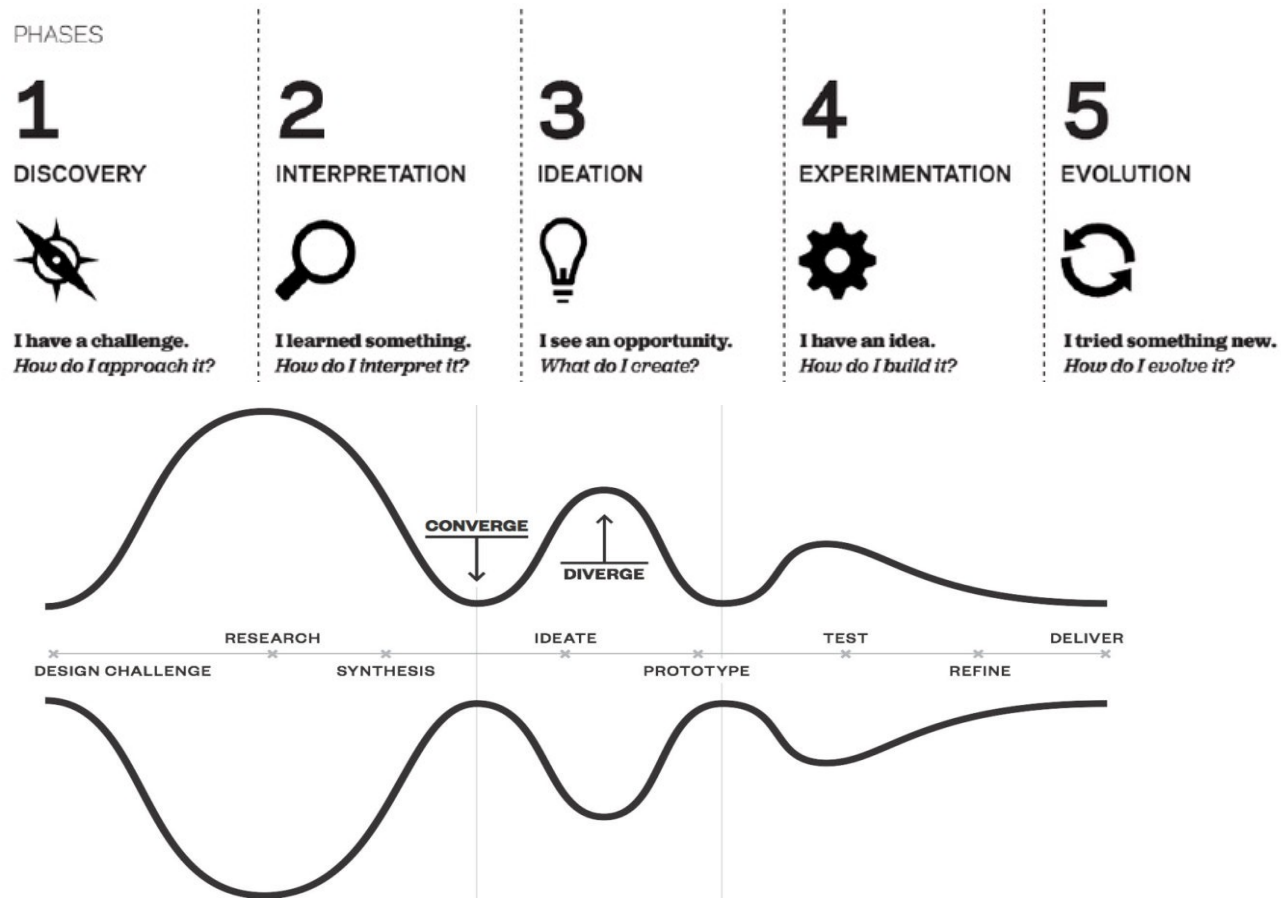
## EVOLUTION 6<sup>2</sup>

Exploration ↔  
Evaluation ><

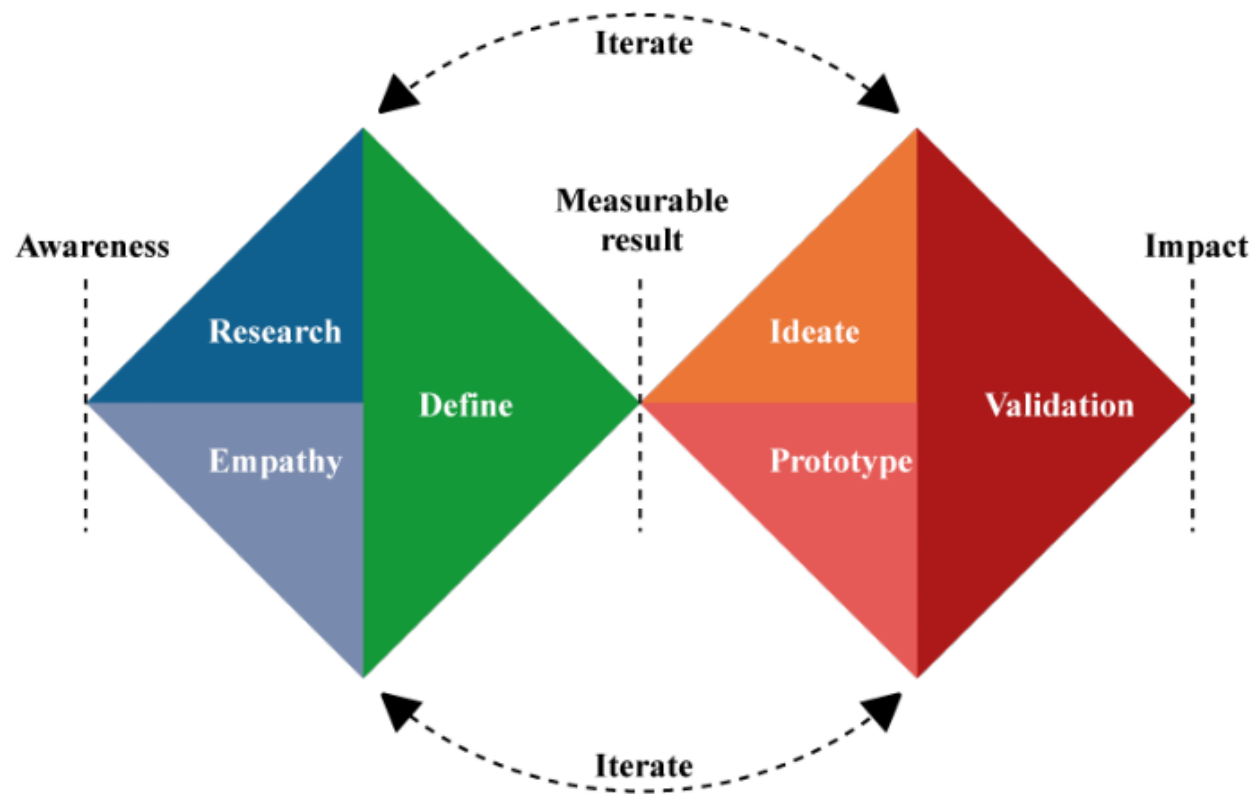
- E1 WHAT IS THE CHALLENGE?**
  - ↻ media research
  - ↻ trend observation
  - ↻ opportunity mind map
  - >< inspiration board
  - >< trend matrix
  - >< intent statement
- E2 WHO IS THE USER?**
  - ↻ stakeholder map
  - ↻ field observation
  - ↻ interview
  - >< personas
  - >< user journey map
  - >< insight map
- E3 WHICH ARE THE BEST IDEAS?**
  - ↻ brainwriting/sketching
  - ↻ semantic confrontations
  - >< analogies
  - >< idea cluster
  - >< evaluation matrix
  - >< idea hitlist
- E4 WHICH IS THE BEST CONCEPT?**
  - ↻ desktop walkthrough
  - ↻ role play
  - ↻ rapid prototyping
  - >< concept tests
  - >< service blueprint
  - >< visual business model
- E5 HOW TO PRESENT THE NEW CONCEPT?**
  - ↻ storytelling
  - ↻ storyboarding
  - >< concept visualisations
  - >< vision statement
  - >< solution prototype
  - >< presentation support
- E6 HOW TO IMPLEMENT THE SOLUTIONS?**
  - ↻ implementation map
  - ↻ roadmap
  - >< expertise matrix
  - ↻ action plan
  - >< questionnaire
  - >< feedback map

# Lesson 4

## DESIGN THINKING MODELS



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**DESIGN THINKING  
MODELS**



## Lesson 4

# DESIGN THINKING MODELS

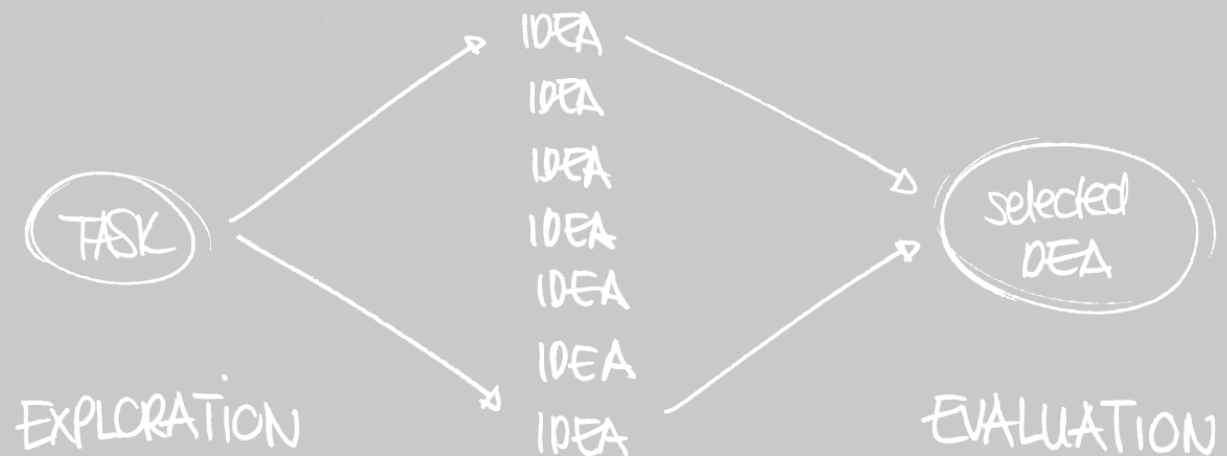
## E6<sup>2</sup> Model

MIND  
SHAKE

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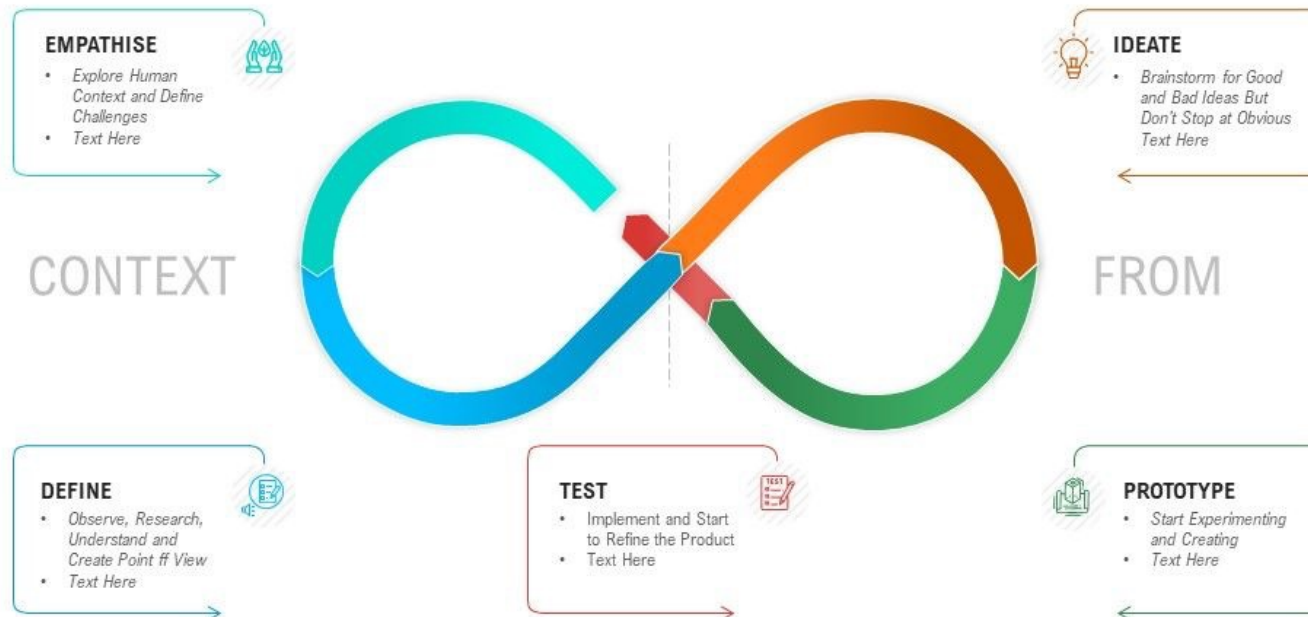
The model is called E6<sup>2</sup> (squared), as there are moments of **E**xploration (divergence) and **E**valuation (convergence) in every phase of the model.



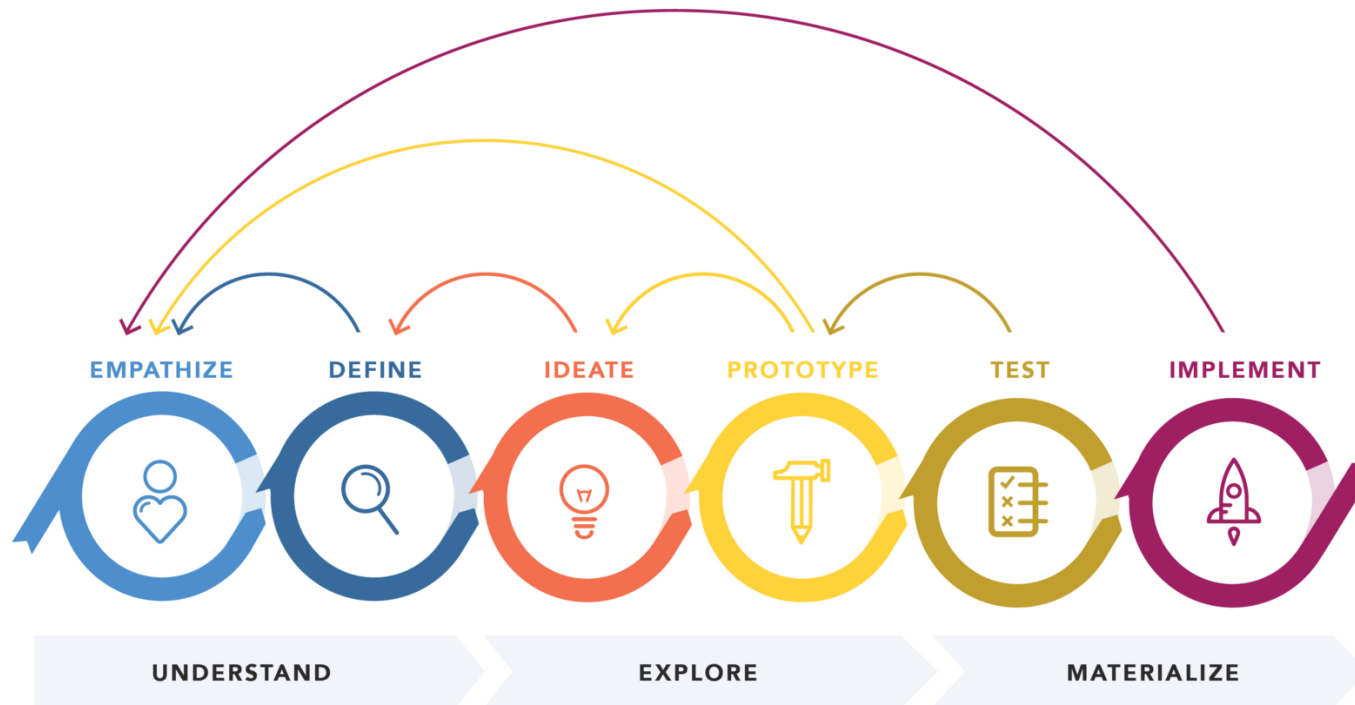
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**DESIGN THINKING  
MODELS**

# Design Thinking Innovation Framework

*This slide is 100% editable. Adapt it to your needs and capture your audience's attention.*



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MODELS**



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