

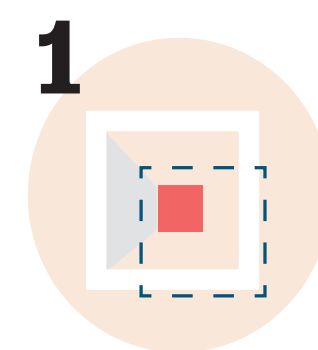
Adopting a **Systemic Design** Perspective within a **Design thinking practice**

Goal

The goal of this project was to explore the topic of Systemic Design for VanBerlo, a strategic and product design company in The Netherlands. The outcome of this graduation is a Systemic Design Toolbox that enables VanBerlo to take their first steps towards applying systemic design within their design practice.

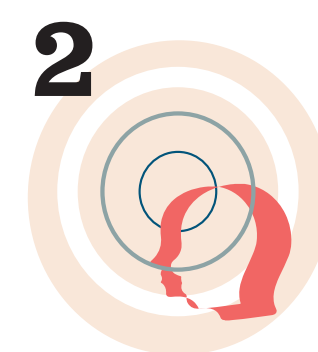
By conducting research on the topic of systemic design theory and learning from the experiences of practitioners applying systemic design, four potential opportunity areas were determined for VanBerlo to apply systemic design.

Research



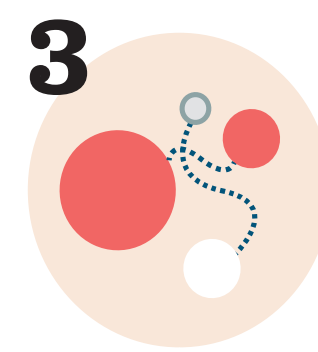
1

Frame the brief as a complex systemic design challenge



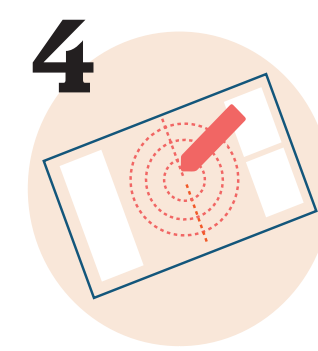
2

Study human insights in the form of relationships



3

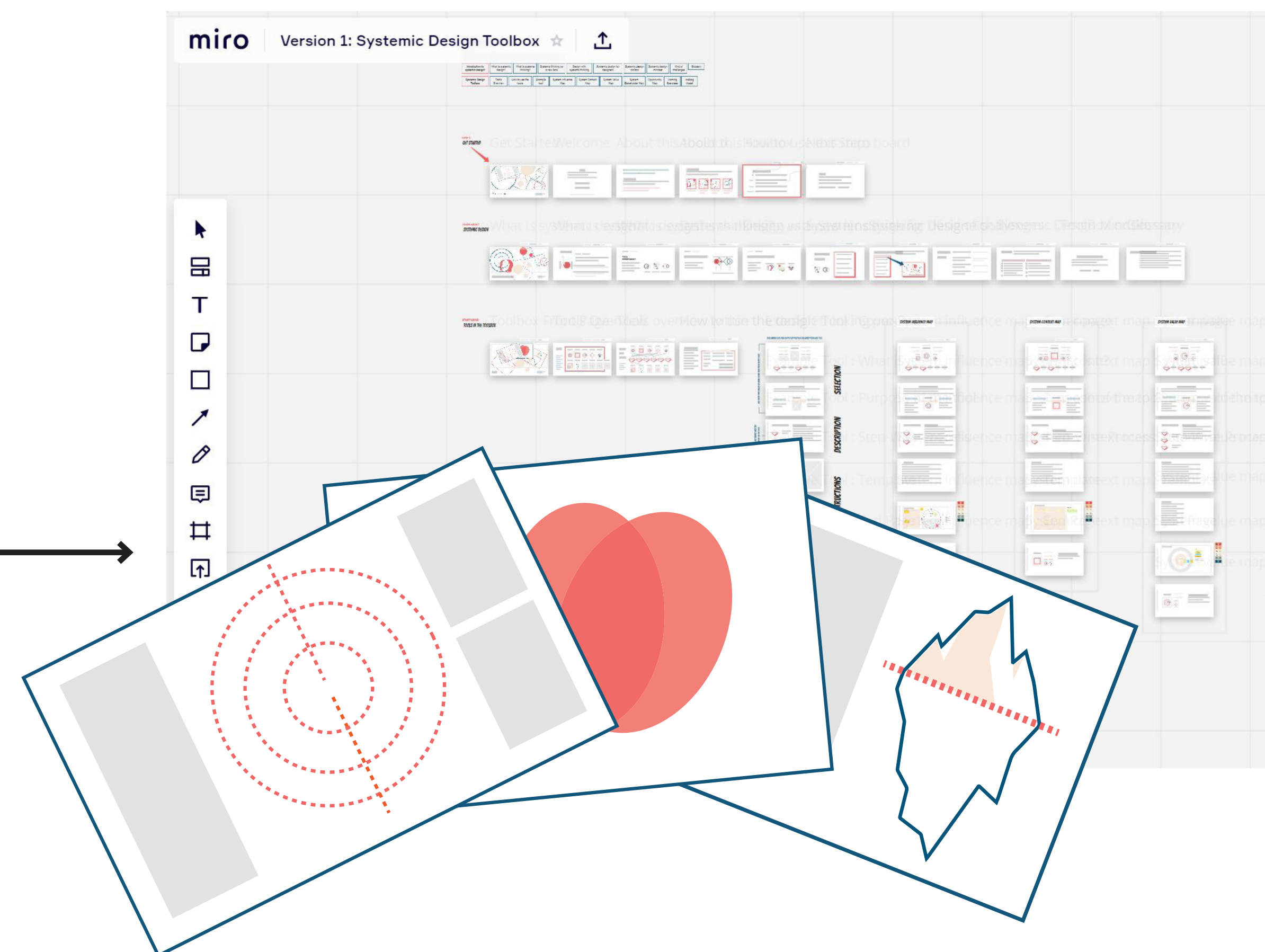
Conduct the synthesis of data and knowledge in relationships



4

Apply visualization for sense making and sense sharing

Opportunity Areas



A Systemic Design Toolbox

What?

The opportunity areas informed the design of a set of tools that were then formulated in the shape of an Online toolbox for VanBerlo.

For Whom?

This toolbox is meant for a design facilitator to select and apply the tools in their design process.

What's next?

This toolbox will continue to grow as VanBerlo builds its capacity in working with systemic design.

Vinodha Suresh
Adapting a systemic design perspective within a Design thinking practice
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Strategic Product Design

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