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Three driving fac Organizations can innovate through a design thinking culture, improving it's economic, social and environmental value.

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To me, innovation means creating or reinventing products and services through human centered research and design. But to successfully innovate, the culture of a company is key. And that's why the magic at The Dock happens when Design meets Software Engineering meets

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Innovation by Design (IBD) is an interdisciplinary course that teaches introductory conceptual and practical approaches to ‘design thinking.’ Design thinking focuses on solving ‘wicked problems’ by using a human-centered methodology to effectively define challenges people face, collect meaningful qualitative data, iterate alternative design options, and build and iterate prototype solutions.

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