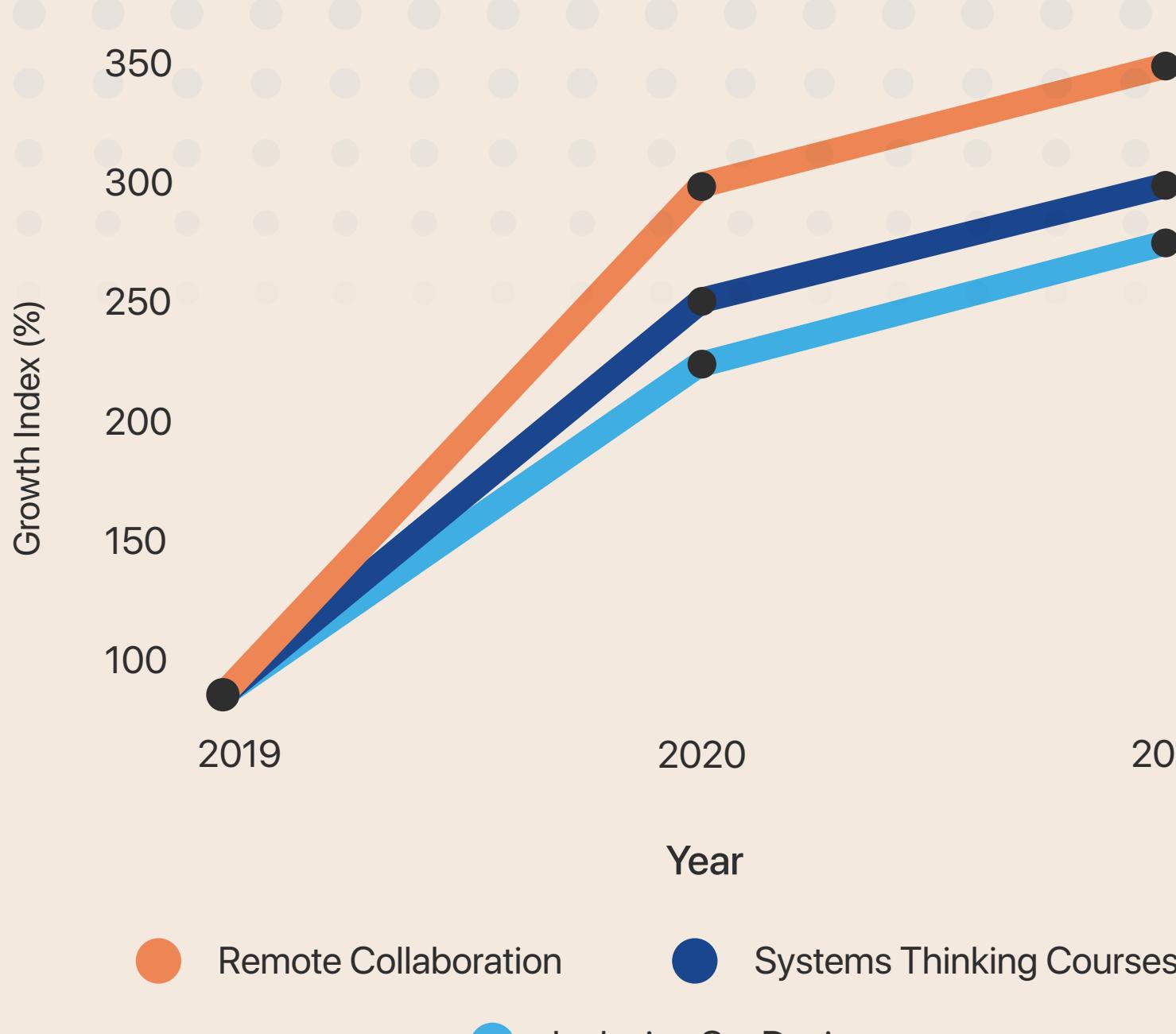


Evolution of Design Thinking

an exploration of design thinking paradigms

Post-2020 Surge:
Remote Collaboration, Inclusivity, and Design Thinking in the US.



Having an Idea.

- Buchanan explains that the most basic definition of Design Thinking is the ability to have **creative ideas**.
- This can evolve into executing the ideas and turning plain thoughts into **reality**.

Richard Buchanan
Case Western Reserve University

Richard Buchanan is a thought leader and scholar who has inspired the world through his contributions to the design industry. He has previously served as Dean of Design at Carnegie Mellon University and is now a professor at Case Western Reserve University. He is an editor of "Design Issues Magazine" at MIT Press.

1 **Foundation**
Buchanan's influential 1992 article "Wicked Problems in Design Thinking" helped redefine how complex challenges are approached in design practice.

2 **Expansion**
Has expanded design thinking beyond traditional creative fields into business & organizational strategy, emphasizing its power to **foster innovation** and **improve decision-making**.

3 **Framing**
Buchanan defined design thinking in **4 different ways**. This poster seeks to analyze how defining events in the evolution of design thinking coincide with his definitions.

Culture Permeation.

- Design thinking is a **spirit** that spreads through a community, an **instinct** to see and think creatively, and challenge **convention**.
- This sets a design-thinking organization apart: not just in what it creates, but in how it **sees**.

A Dogmatic Discipline.

- A deliberate **practice** that shapes how we engage with problems and possibilities.
- Unlike a mindset/ method, it grounds creativity in **consistent action**, cultivating habits that turn bold ideas into lived reality.

★ Buchanan's Favourite Principle

Post-2020 Surge:
Adoption of Design Thinking within Different US Sectors (2019–2025).

