ABSTRACT

The design thinking has been presented, internationally, as a revolutionary philosophy, because it focuses the creative, and problem solving, process in the human being, and combines this humanist vision with an strategic corporate management, essential in the current economic context. Taking into account the growing importance of this process, our “Trabalho Final de Mestrado” (TFM) conducts an exploratory study on the applicability of the design thinking philosophy in the Portuguese national context, and more specifically in “Novabase”. In this fashion, the first part of this TFM focuses on the literature review, at first focusing on characterization, definition and historical evolution of the concept of design thinking, exploring then the (dis) advantages, and potential risks of this process. We expose some of the practical application of this philosophy, and we finished the second chapter displaying the international success story of IDEO. Methodologically, we chose to perform an exploratory study, using the document analysis, and the analysis of an interview conducted in the context of this TFM, to the current Novabase Head of Business Design. The final part of this TFM is dedicated to the analysis of the various existing elements (with a special focus on the interview), as well as the conclusion, where we captured the main guidelines for the implementation of a design thinking philosophy. We conclude with the limitations encountered, and with the recommendations for future studies.

Keywords: Design Thinking, Design, Management.