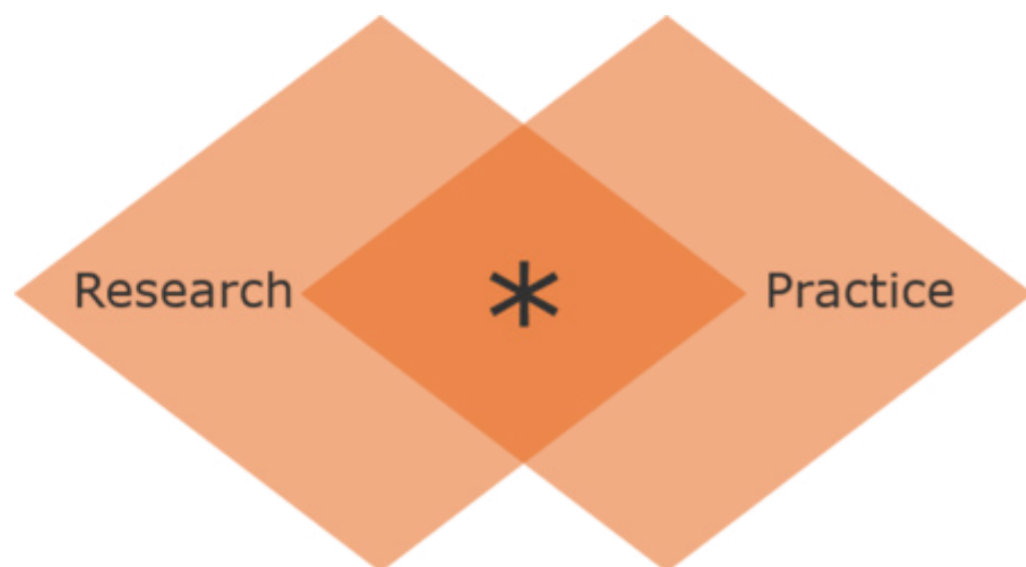


Neurodesign Card Set

Benefit from
neuroscientific
findings in your
DT practice



WHY conduct this project?


Design Thinking can benefit a lot from neuro-psychological research on creativity and collaboration. However, design thinking practitioners rarely get to talk to neuroscientists, and vice versa. Thus, many research findings have not been translated into implications for practice, yet. The Neurodesign Card Set aims to fill this gap by explaining research results in accessible language and showing their applications in creative work(shops).

Watch our Neurodesign
lecture series here:
<https://www.tele-task.de/series/1284/>



QR Code

← scan please

Theory Card (A5)		Activity Card (A6)	
TITLE	People		How
<small>Authors, 9 pt</small>	Process		TITLE
Main Text	Place		What
Human Needs	Product		Why
		Space for Symbol(s) that reference TheoryCard(s)	Additional Info, Variations or Remarks

WHAT are the outcomes and tools you can use?

After multiple iterations, two types of cards have emerged as the overall format of the set. The Theory cards explain important findings in creativity research, such as "motion facilitates creativity". One side of the card reviews several studies on the topic. The backside provides key questions and action heuristics for practitioners. The accompanying action cards suggest practical interventions.



WHOM to contact?

Julia von Thienen (Julia.vonThienen@hpi.de)
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We have a couple of sample cards that you can use and test in your workshops.

Project Collaborators:

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