

Faculty of Design

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Disruptive Innovation Reframed: Insurgent Design for Systemic Transformation

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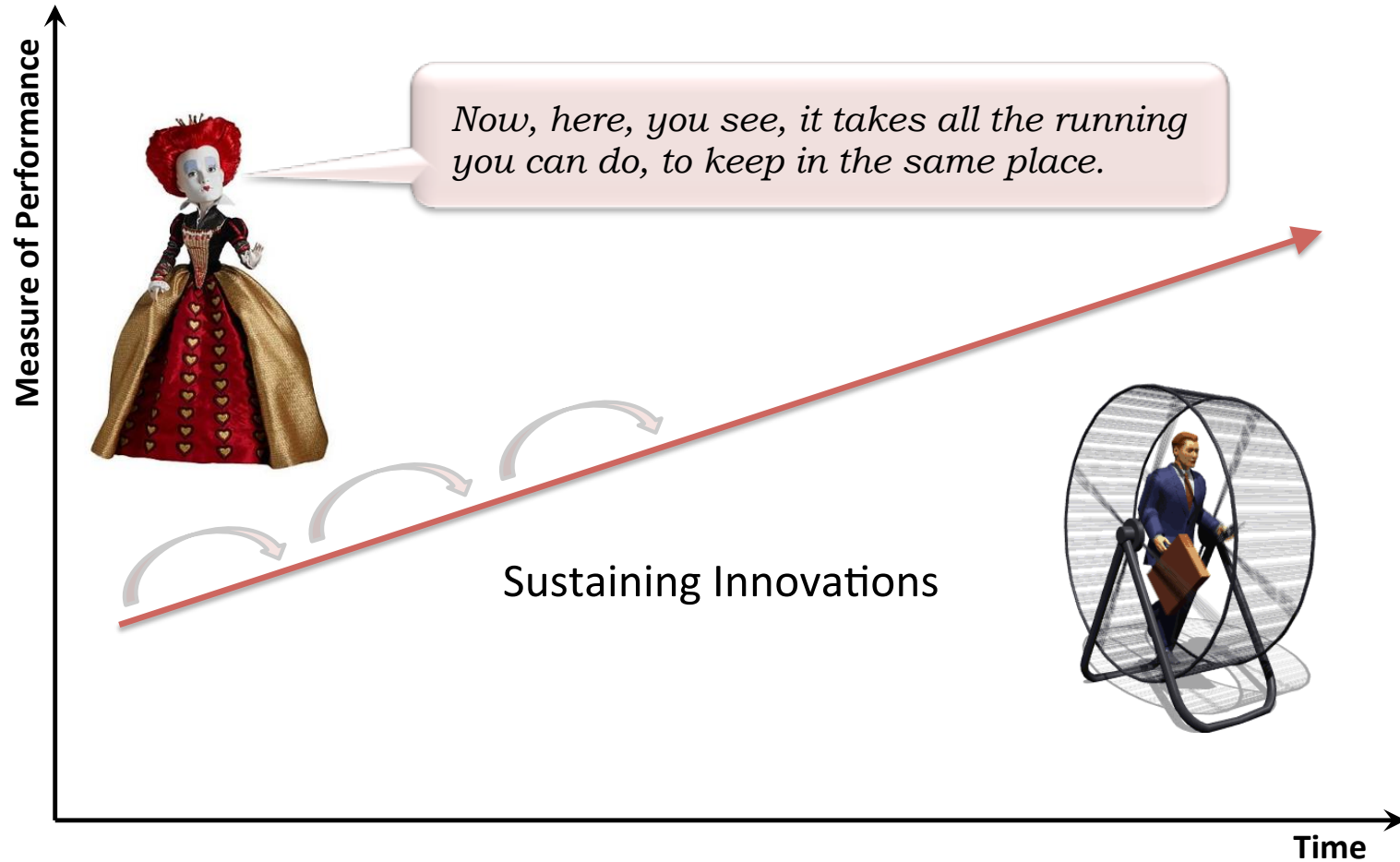
Disruptive Innovation Reframed: Insurgent Design for Systemic Transformation



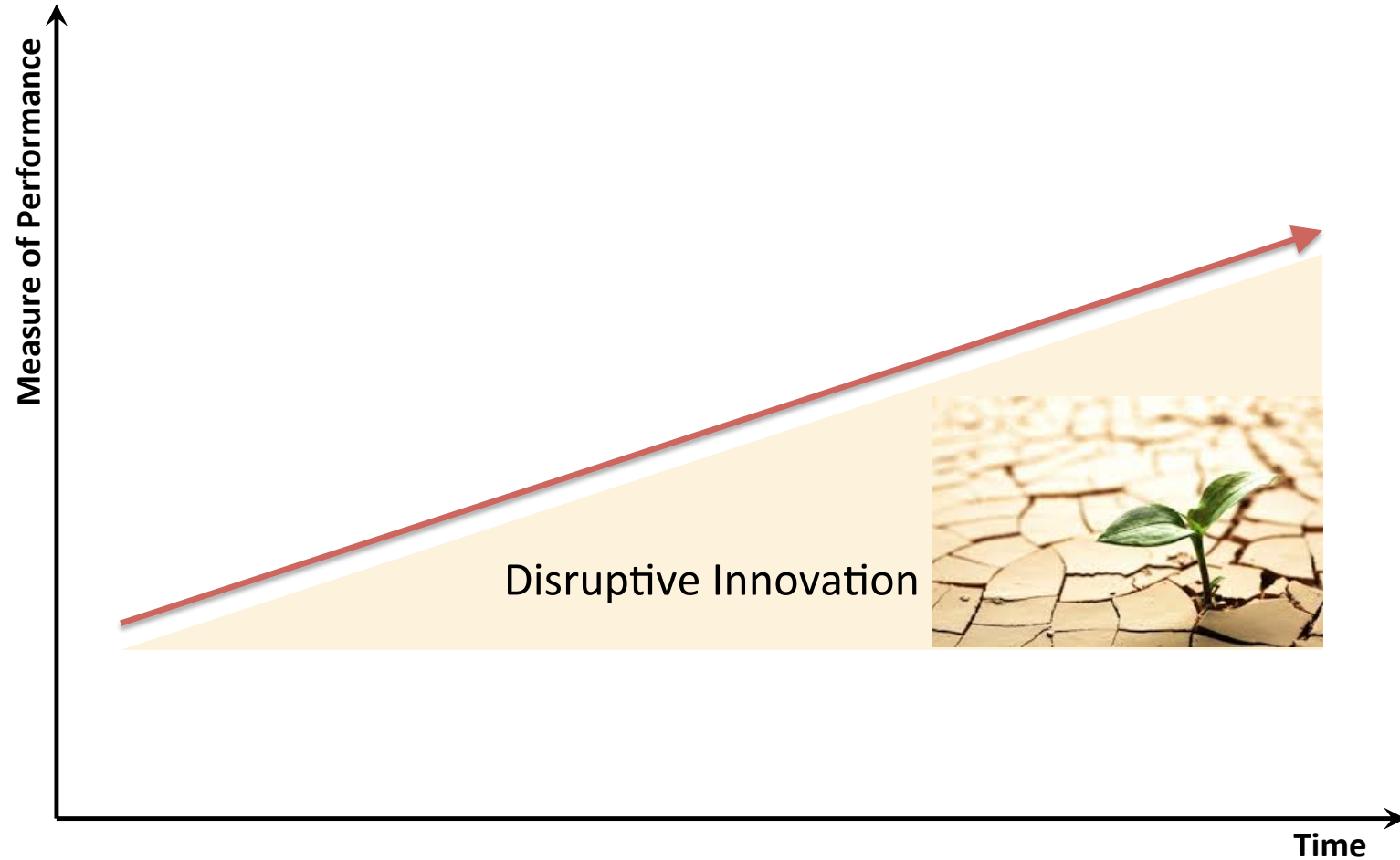
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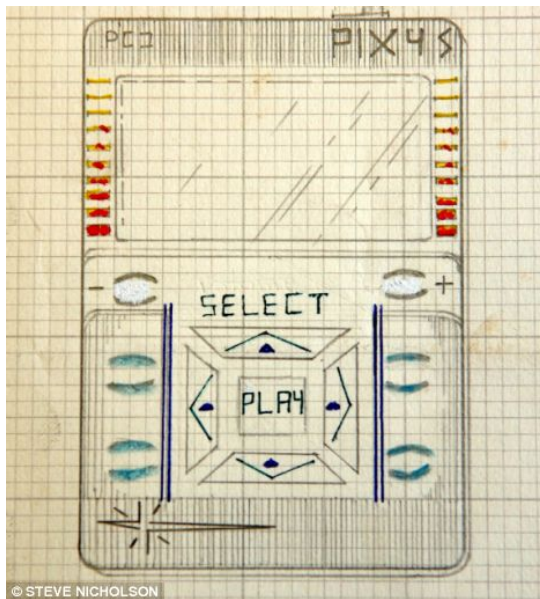
Christensen's Theory of Disruptive Innovation



Christensen's Theory of Disruptive Innovation



Disruption of the Music Industry



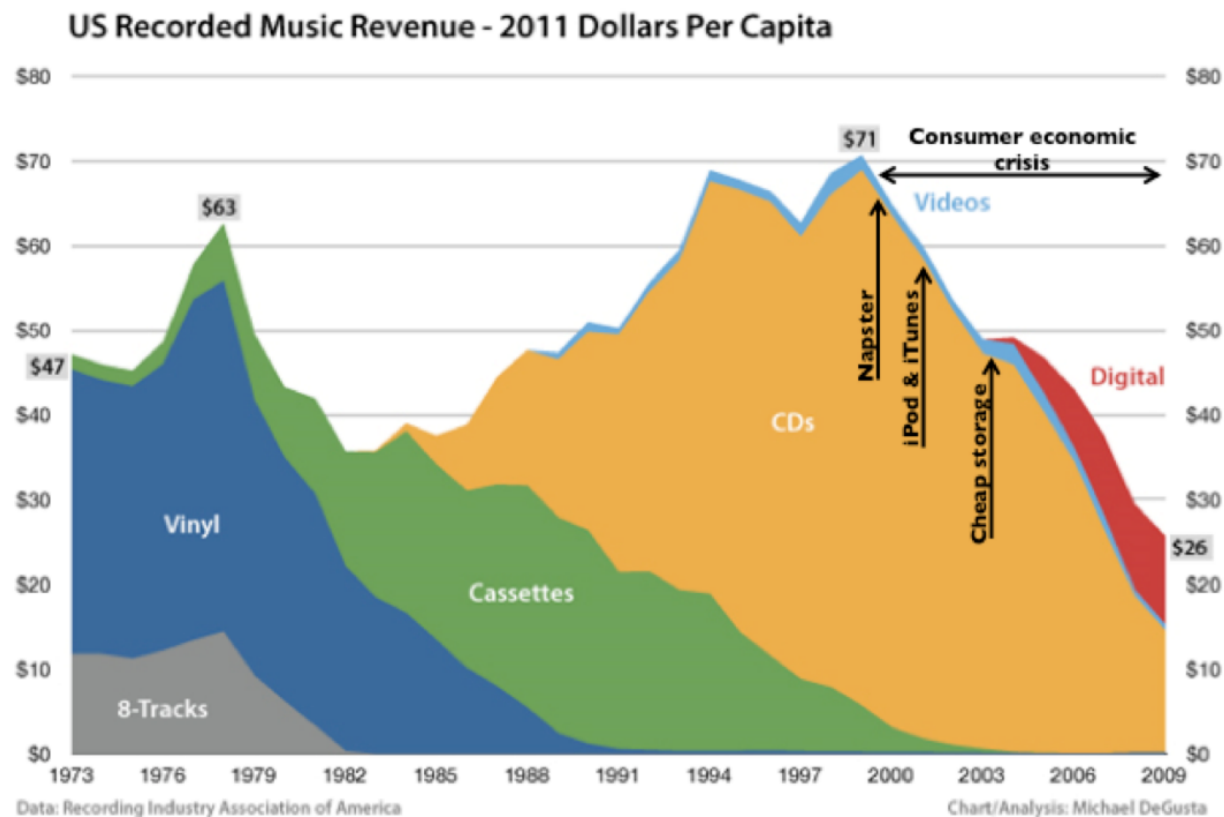
IXL prototype, 1979

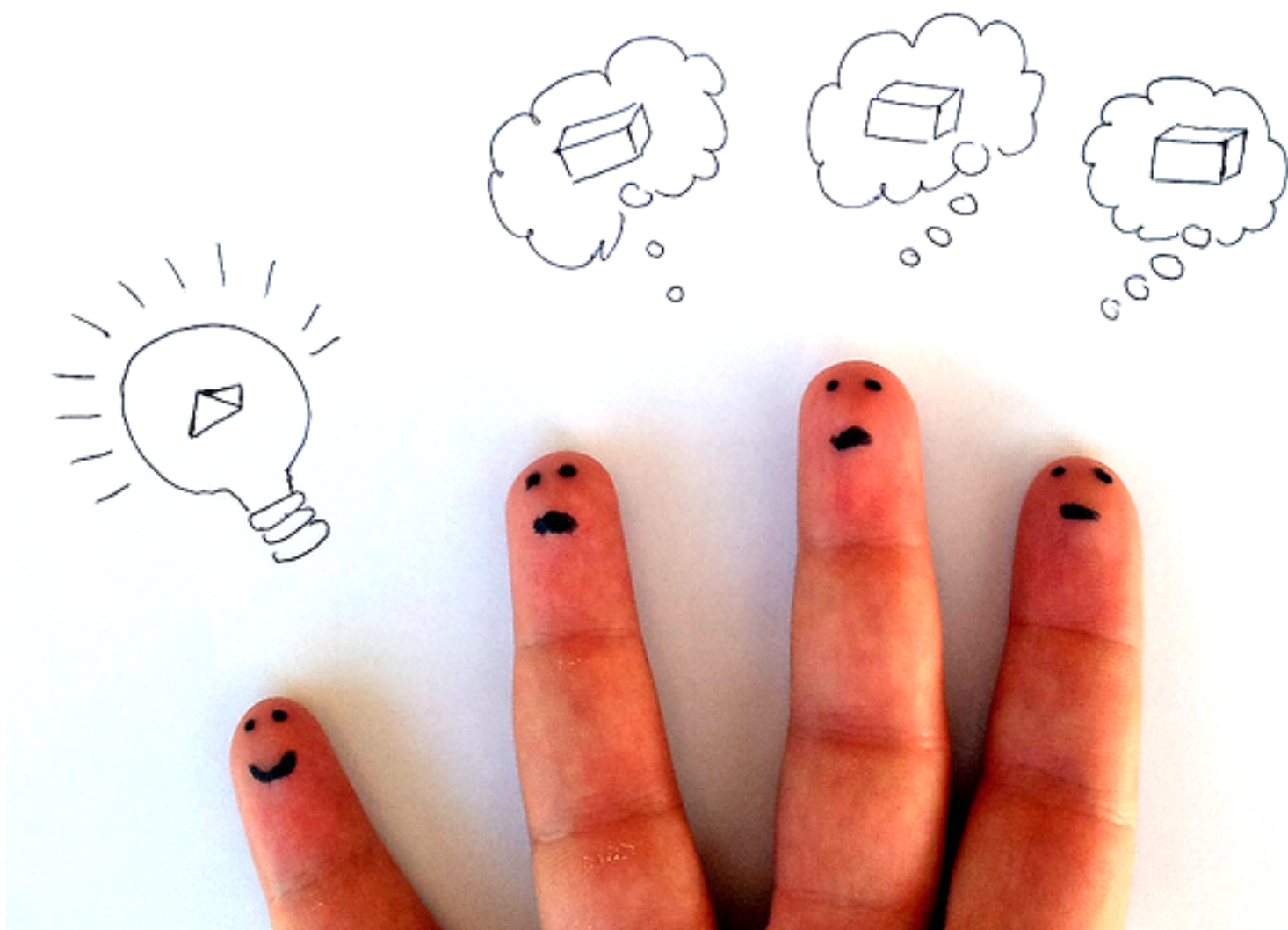
3.5 minutes of digital music storage

Compared with the Sony Discman:

- Lower quality
- Smaller capacity
- Less convenient

Impact of the Digital Music Revolution





How Design Thinking is **Different**



	Traditional Management	Design Thinking
Underlying Assumptions	Rationality, objectivity Reality as fixed and quantifiable	Subjective experience Reality as socially constructed
Method	Analysis aimed at proving one “best” answer	Experimentation aimed at iterating toward a “better” answer
Process	Planning	Doing
Decision Drivers	Logic Numerical models	Emotional insight Experiential models
Values	Pursuit of control and stability Discomfort with uncertainty	Pursuit of novelty Dislike of status quo
Level of focus	Abstract or particular	Iterative movement between abstract and particular

HOLD UP!



WHAT
IS OUR
ONE
DEMAND?



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BRING TENT.

UPSIGHT 1



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Roger Martin

Design Thinking Comes to the U.S. Army



New Army Field Manual

FM 5-0, The Operations Process

U.S. Army Combined Arms Doctrine Directorate (CADD)
U.S. Army Combined Arms Center (CAC), Fort Leavenworth, KS 66027

The new FM 5-0, *The Operations Process*, expands Army doctrine on the exercise of command and control during the conduct of full spectrum operations. No longer a manual strictly concerning planning, FM 5-0 now describes the relationship of all activities of the operations process – planning, preparing for, execution, and assessing operations.

In addition, for the first time in Army doctrine, the manual weaves “design” throughout the operations process. This version of FM 5-0 provides a guide for Army leaders in understanding, visualizing, and describing complex, ill-structured problems and developing approaches to solve them.

U.S. Army Combined Arms Center
“Intellectual Center of the Army”

FM 5-0
The OPERATIONS PROCESS

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Interaction Design (Ref. 14082005)

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UPSIGHT 2



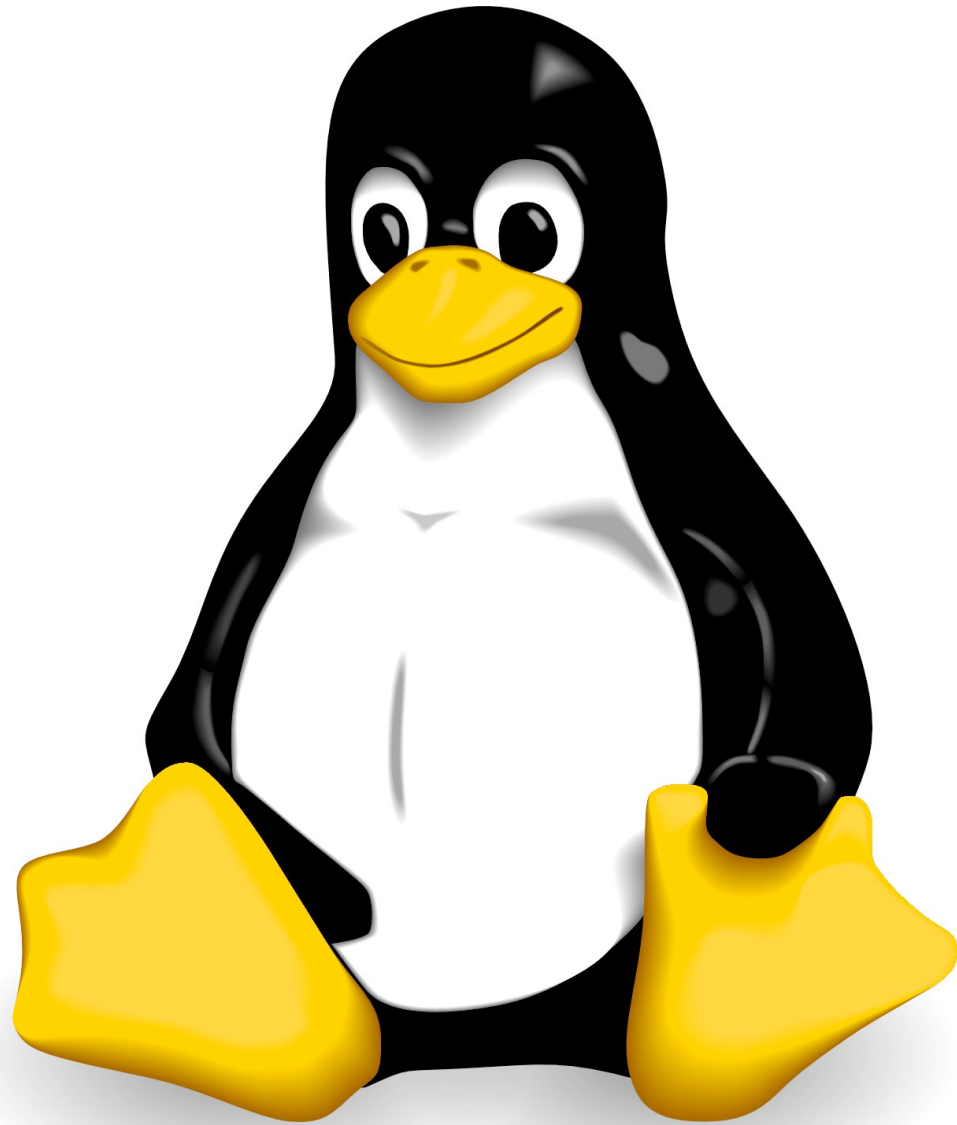






**5 IS THE
LONELIEST #**









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The Pirate Bay



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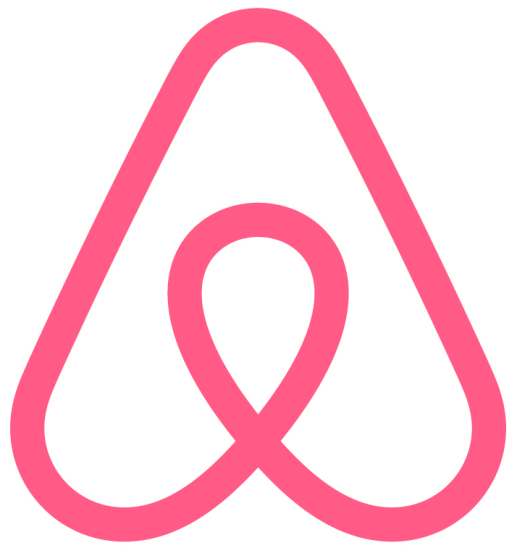


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U B E R



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SYSTEMIC IMPLICATIONS

A photograph of a dead, light-brown fish lying on its side on a grey, textured surface. The fish's body is elongated, and its fins are visible. Overlaid on the fish's midsection is the text "DISRUPTION IS IRREVERSIBLE" in a large, bold, white, sans-serif font.

**DISRUPTION IS
IRREVERSIBLE**

A close-up photograph of a lionfish, likely a Pterois volitans, with its long, translucent spines fanned out in all directions. The spines have a yellowish-brown base color with dark brown or red horizontal bands. The fish's body is also covered in similar patterns. The background is a solid black, making the fish stand out prominently.

KILLER BUSINESS MODELS

A large school of silver fish, possibly surgeonfish, swims in clear blue water. A single, vibrant blue tang fish with a yellow tail is swimming among them, standing out as the only one of its kind. The text "DISRUPTING HEGEMONY" is overlaid in the center in a bold, white, sans-serif font.

DISRUPTING HEGEMONY



DISRUPTION AS EMERGENCE

A vibrant underwater scene featuring a diverse array of colorful fish, including yellow tangs, blue tangs, and orange and pink species, swimming over a coral reef. The text "DESIGNING FOR ECOSYSTEMS" is overlaid in the center in a bold, white, sans-serif font.

DESIGNING FOR ECOSYSTEMS

A brown frog is positioned in the lower center of the frame, resting on a green, textured surface that resembles grass or a woven mat. The frog's body is a mottled brown with darker spots, and its mouth is slightly open, revealing a lighter, yellowish interior. The text "INSURGENT DESIGNERS" is overlaid in the center of the image in a bold, white, sans-serif font. The background is a dense, green, textured surface that fills the entire frame.

INSURGENT DESIGNERS