

DESIGN THINKING METHODOLOGY AS MODERN MANAGERIAL TOOLS

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Abstract: Design Thinking is an innovative, creative and human-centered process and way of thinking that allows collaborative work in multidisciplinary teams to generate user-oriented products, services or experiences. Due to its ability to enhance creativity and innovation based on the application of empathy, flexibility and iteration approaches, the methodology is applied beyond the initial scope of design in engineering, technology, business. The present paper has as objective to present and to argue that present methodology can be considered as a managerial method aimed to solve specific problems of the enterprise.

Keywords: Design thinking methodology, method, management

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