



Technology and Creativity for Social Innovation Additional Readings

General Handbooks

- Alex Osterwalder, Yves Pigneur, Greg Bernarda & Alan Smith, *Value Proposition Design*, John Wiley & Sons, 2014;
- Marc Stickdorn & Jakob Schneider, *This Is Service Design Thinking. Basics - Tools - Cases*, John Wiley & Sons, 2011;
- Eric Ries, *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses*, Penguin Random House, 2011;
- '[Service Design Books](#)' by Design Thinkers Academy: a co-created library that presents fundamental and useful books about design thinking applied to services.

Design Tools

- European Commission, [Social Innovation toolkit, European Social Innovation Competition, 2018](#);
- '[Design Kit](#)' by Ideo.org: repository of methods to apply design thinking;
- '[Design for Europe](#)': repository of case studies, experts' thoughts, guides and tools;
- '[Design Method Toolkit](#)' by MediaLAB Amsterdam: repository of design tools;
- '[Service Design Tools](#)' by Roberta Tassi, DensityDesign - Politecnico of Milan and DARC - Domus Academy: repository of communication methods supporting design processes.

Technology and Design Applied to Social Innovation

- '[Social Tech Guide](#)': database collecting examples of tech solutions applied to solve social problems;
- '[Tech for Good](#)': repository of stories of technology and people for social innovation told through podcasts, video, and other multimedia contents;
- '[OpenIDEO](#)' by IDEO: platform promoting open innovation and design thinking to tackle social problems.

"Explore" Insights

- Paul Boag, '[What is Customer Journey Mapping and How to Start?](#)', in *Boagworld*, 27/02/2018;
- Ideo.org, '[The Five Whys](#)', in *Design Kit*
- Interaction Design Foundation, '[Contextual Interviews and How to Handle Them](#)'.



“Create” Insights

- Edward De Bono, *Six Thinking Hats*, Little Brown and Company, 1985;
- This is Service Design Doing, [‘Desktop Walkthrough’](#);
- [‘Storyboard’](#), in *Design Kit*;
- [‘What Do We Mean By Design?’](#), in *Design for Europe*, 14/02/2017.

“Test” Insights

- Steve Blank, [‘Why the Lean Start-Up Changes Everything’](#), in *Harvard Business Review*, May 2013;
- B the Change, [‘Lean Startup Techniques for Social Change Companies’](#), 01/03/2016 (have a look also to the excerpts 2-6 reported from Michel Gelobter, *Lean Startups for Social Change*, 2015);
- Anika Horn, [‘The Lean Startup For Social Entrepreneurs: Designing programs and products together with beneficiaries, not just for them’](#), in *tbd**, 01/01/2018;
- Eric Ries, [‘Minimum Viable Product: A Guide’](#), in *Startup Lessons Learned*, 03/08/2009;
- [‘Service Staging’](#)

“Implement” Insights

- Judith Kertesz, [‘Creating a Service Blueprint: Levels of Digital and Human Interactions’](#), in *RealtimeBlog*;
- John Jones, DeAnne Aguirre & Matthew Calderone, [‘10 Principles of Change Management: Tools and Techniques to Help Companies to Transform Quickly’](#) in *Strategy + Business*, 15/04/2004.
- Adam Westbrook, [‘Storytelling + Design Thinking: Design stories to be great user experiences’](#) in *Medium*, 26/02/2018.