



# Design Thinking

## GUIDANCE AND SUPPORT IN THE IMPLEMENTATION OF DESIGN THINKING

### KEY WORDS

DESIGN,  
INNOVATION,  
CONTINUOUS  
IMPROVEMENT

### DESCRIPTION

This service supports ideation, design thinking, innovation, workshop development, agile methodologies, high-impact innovation project development, the search for innovative solutions to complex problems, and a deep understanding of end-user needs and motivations. Through a cyclical process, including ideation, prototyping, and iterative testing phases, it enables continuous learning and improvement of customized solutions, fostering multidisciplinary teamwork where each member contributes unique perspectives. This generates crucial tools for addressing problems from multiple angles and creating more effective and innovative solutions.

### AVAILABLE TECHNIQUES AND/OR EQUIPMENT

- Visual thinking
- Storyboards
- User experience map

### APPLICATIONS

- Plastic material recyclers
- Packaging and plastic product manufacturers
- Recycled plastic processors

### CONTACT US

[direccioninvestigacionyt  
c@ucentral.edu.co](mailto:direccioninvestigacionyt<br/>c@ucentral.edu.co)

[Universidad Central](http://Universidad Central)