



**PRACTICE ABSTRACT NR. 37**

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**How is design thinking used in the living lab?**

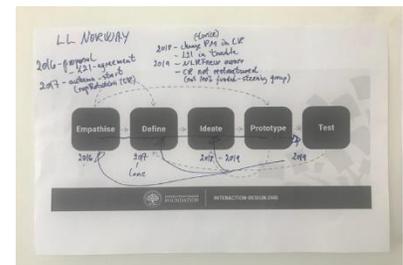
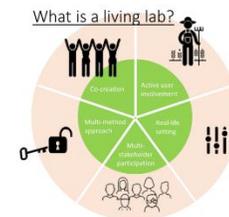
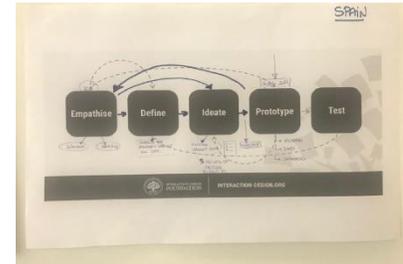
Design thinking is a methodology for solving complex challenges for which no solution has yet been found. In the AgriLink living labs we develop new advisory products and services with the help of design thinking - in co-creation with farmers and other stakeholders - that are commercially viable for the advisory organization and that help the farmer to innovate and maintain his/her business. Design thinking is not linear, but means working through five phases, divergent and convergent in each phase; the best solutions are often a combination of ideas.

- 1) Empathize: gain empathic insight into the problem that you are trying to solve, usually through user research; within AgriLink there were sessions with groups of farmers to gain insight into their needs;
- 2) Define: collect, analyze information and define the core problems;
- 3) Ideate: generate ideas, "think outside the box", identify innovative solutions to the problem; within AgriLink we used the GPS method for brainstorming which allows to think individually and in group;
- 4) Prototype: identify the best possible solution for each problem, produce inexpensive, reduced versions of the product;
- 5) Testing: test the complete product with the best solutions.

## ADDITIONAL INFORMATION

Findings in the living labs:

- the intensity of co-creation, cooperation with the farmer and other stakeholders is not the same at every stage and also depends on the specific context;
- it is not necessary to start with empathy, you can start with an existing product or prototype;
- all living labs report iteration work through the layers as a result of changes in technology or legislation;
- empathy seems simple, but if the need is unclear, problems can arise during prototyping, take the time to clarify the needs.



## ABOUT AGRILINK

Agrilink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

### DISCLAIMER:

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All the Practice Abstracts prepared by the Agrilink project in the EIP-AGRI common format can be found here: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>