

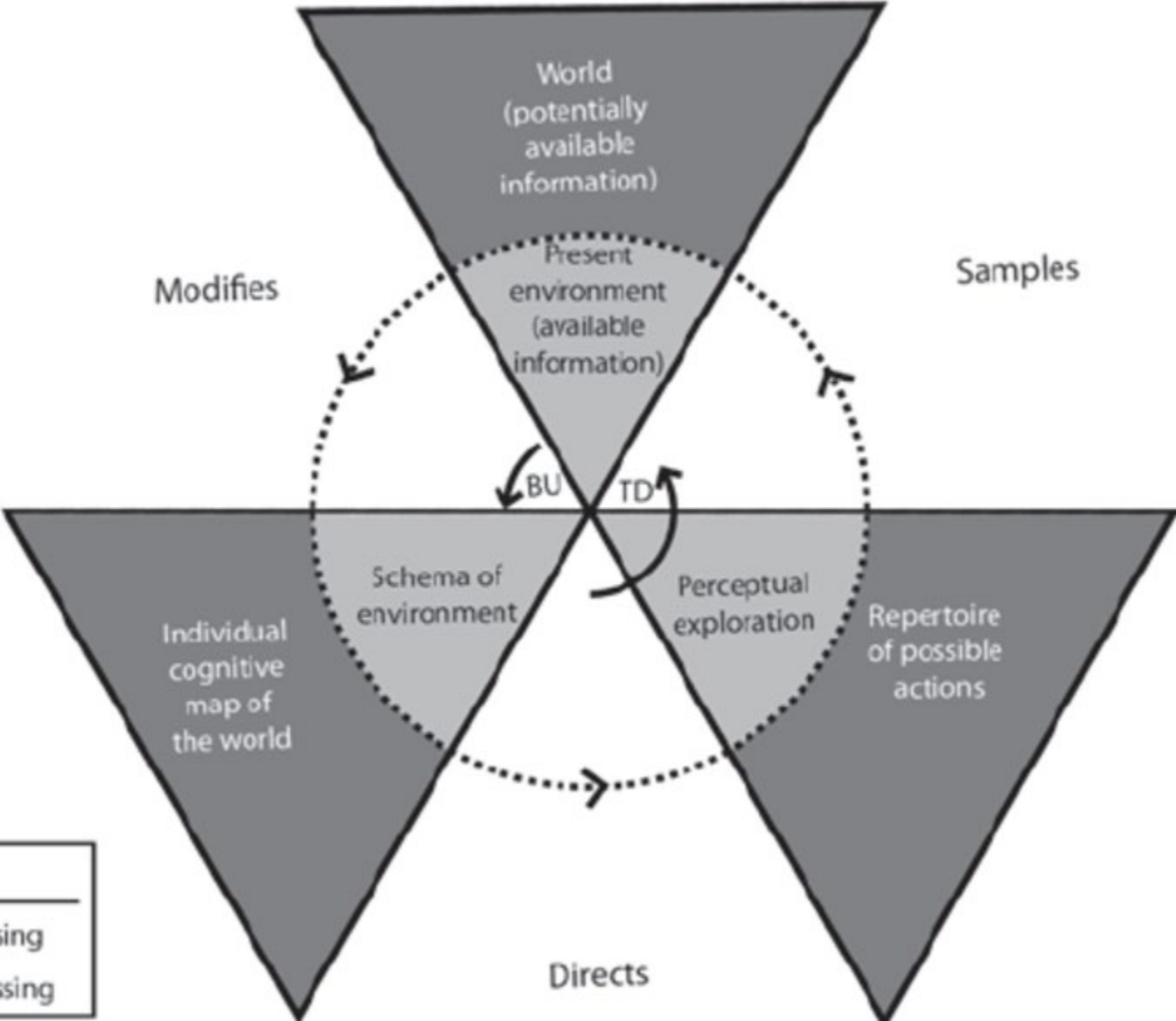
# Design Thinking – a dual system approach

Xinwei WANG & Matthias RAUTERBERG

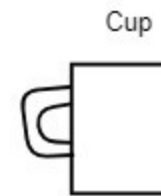
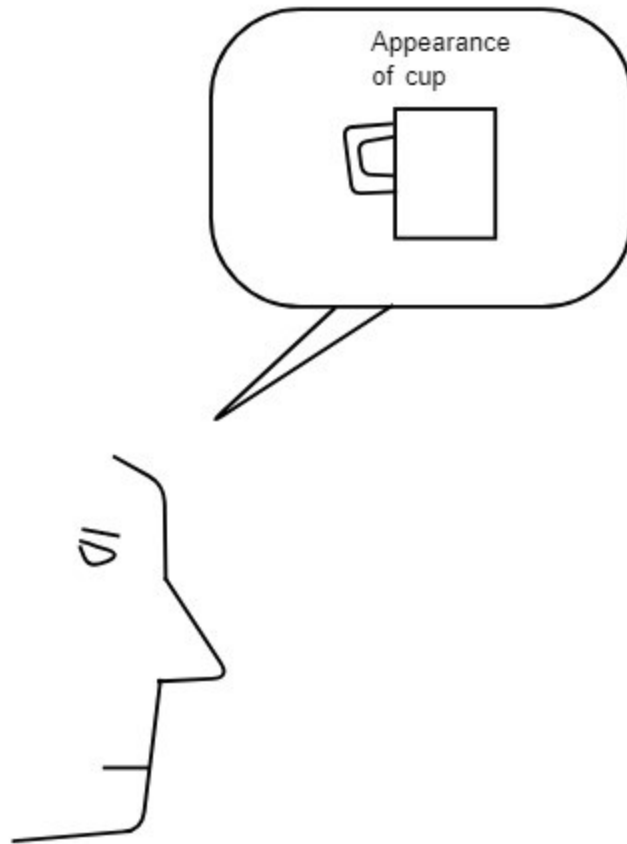
Department of Industrial Design  
Eindhoven University of Technology  
The Netherlands



Ulric NEISSER



**Key**  
TD - Top-down processing  
BU - Bottom-up processing

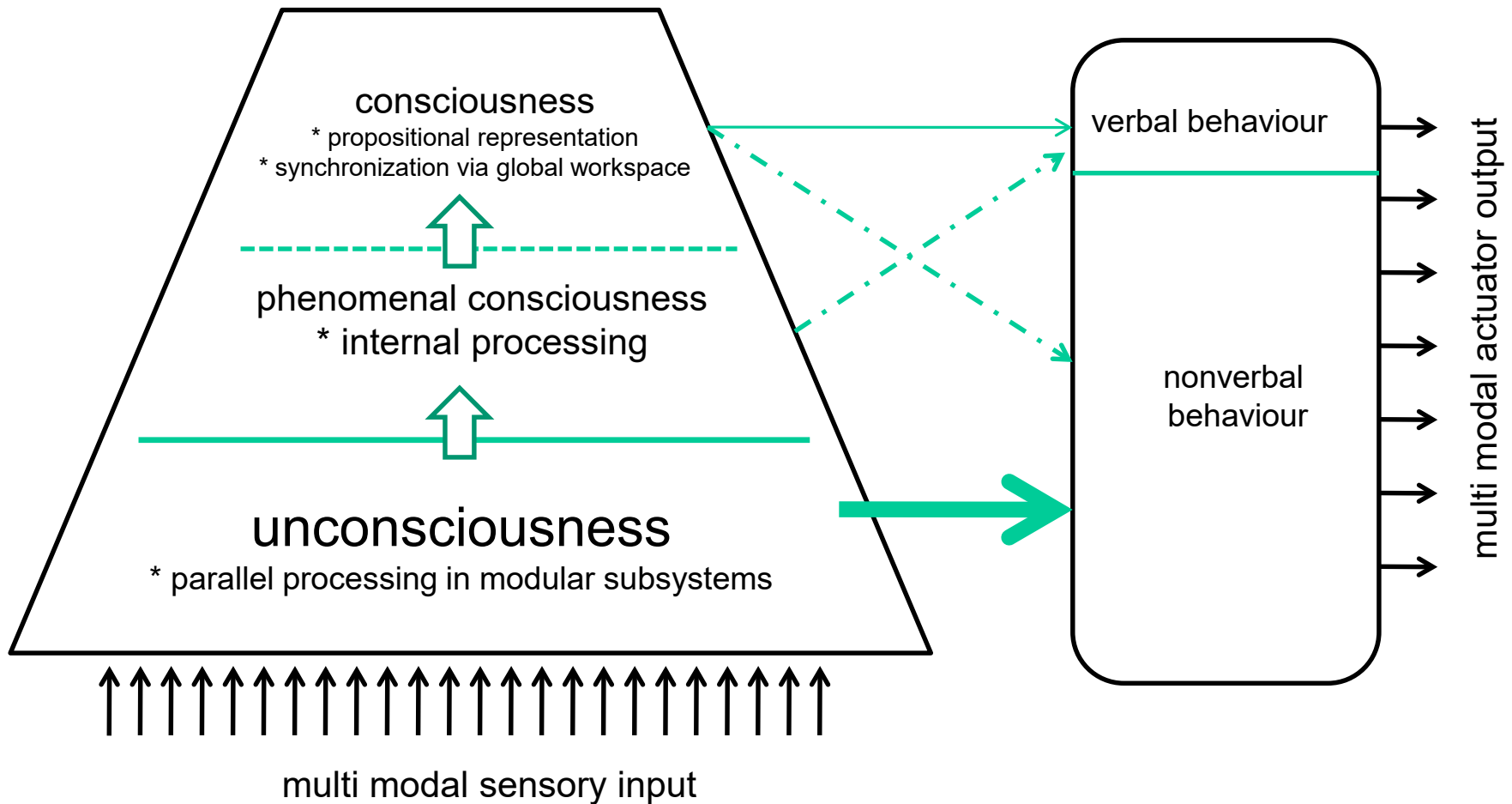




*Ceci n'est pas une pipe.*

# PHENOMENOLOGY

“Consciousness is known through the world, and at the same time, the world is known through consciousness” (Kung, 1980, p. 145).



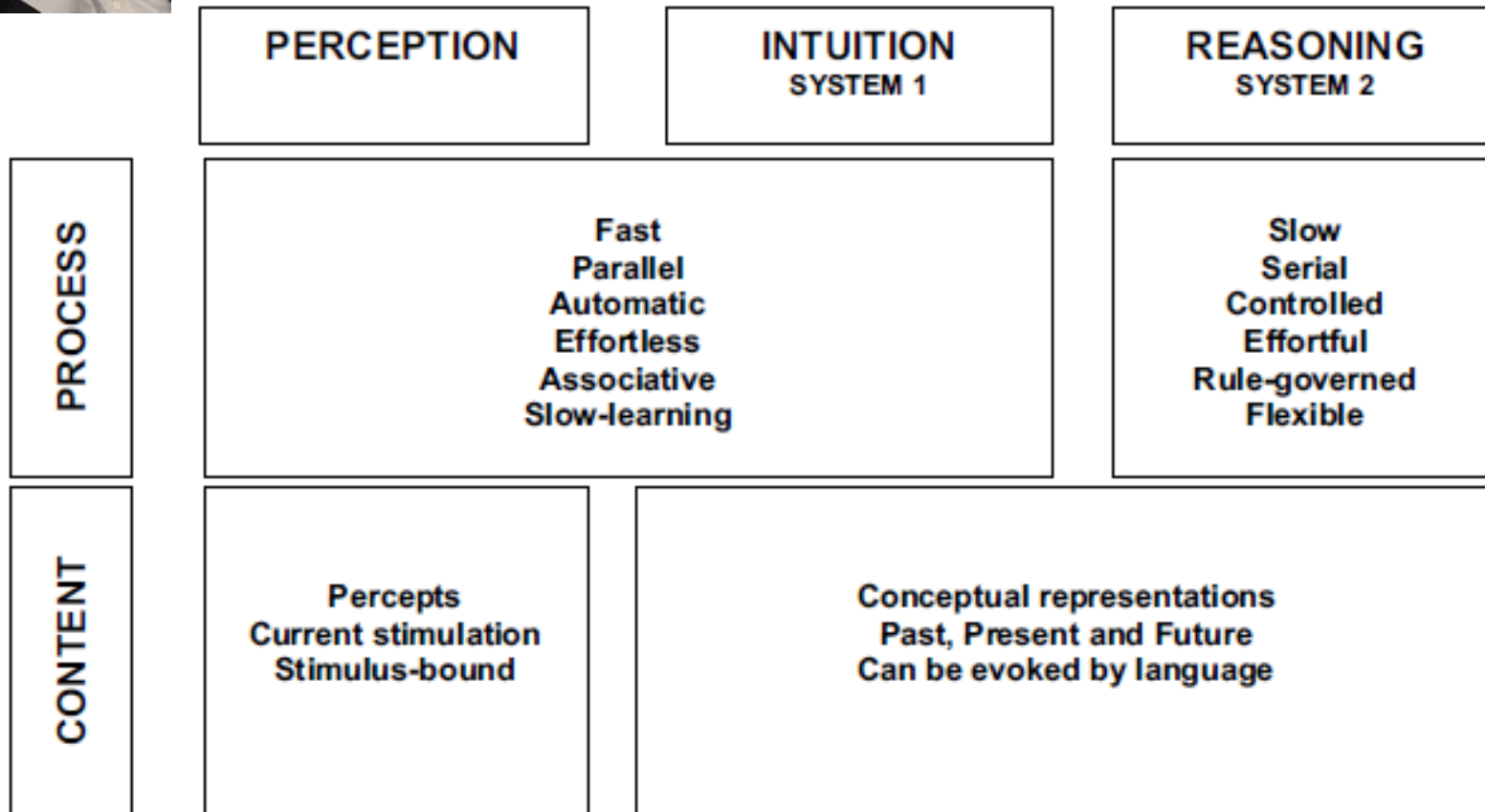
**REF:** Hofmann, W., & Wilson, T. (2010). [Consciousness, introspection, and the adaptive unconscious](#). In B. Gawronski & B. K. Payne (Eds.), *Handbook of Implicit Social Cognition: Measurement, Theory, and Applications* (pp. 197-215). New York: Guilford Press.

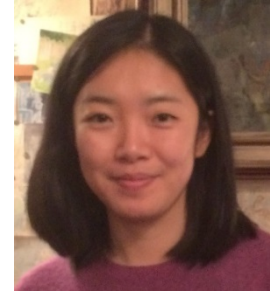


# Daniel Kahneman

Map of Bounded Rationality: A Perspective on Intuitive Judgement and Choice .

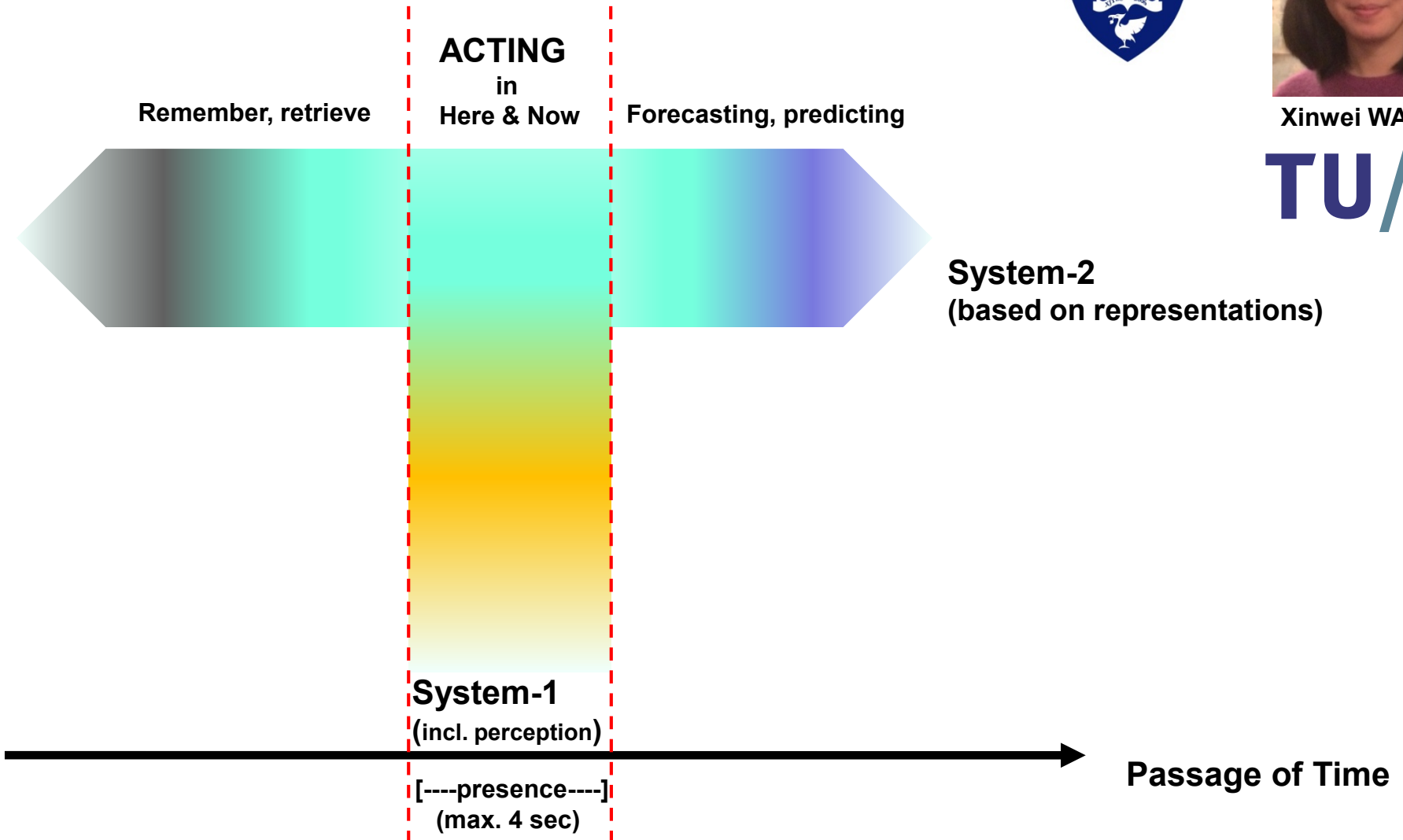
Nobel Prize Lecture, 8 December 2002 [[PDF](#)]





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TU/e





ENTRANCE TO WORMHOLE

EXIT OF WORMHOLE



EARTH

OUR UNIVERSE

OTHER UNIVERSE

# Thanks



China Scholarship Council (CSC)



**Bart HENGVELD**



**Jun HU**