



# Reflection on Learning

DESIGN THINKING

# Rajinikanth- Design Thinker

## 'Annaatthe' crosses Rs 200 crore at the worldwide box office

By - TIMESOFINDIA.COM | Updated: Nov 11, 2021, 13:55 IST

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# Purpose



State the purpose of this reflection.



# WHAT IS DESIGN THINKING ???



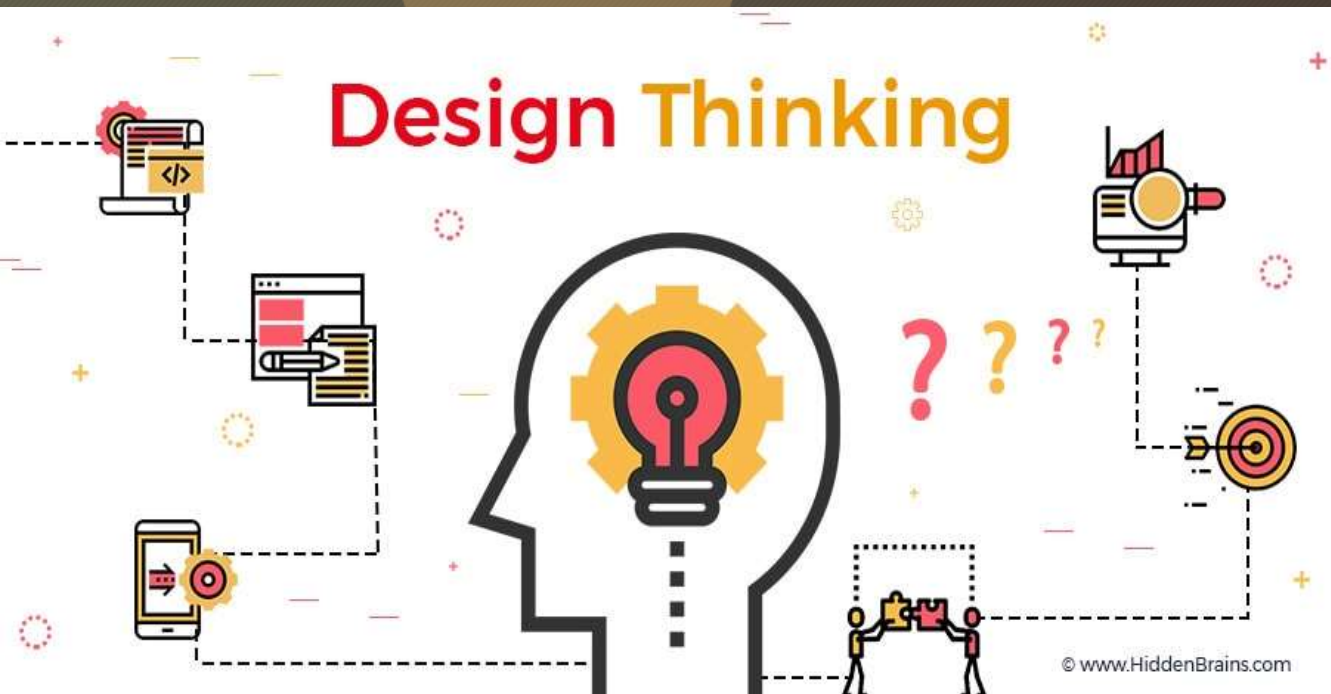
*“Design thinking is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding”.*

At the same time, design thinking provides a solution-based approach to solving problems.

It is a way of thinking and working as well as a collection of hands-on methods.



# WHY DESIGN THINKING



- *Design thinking is a user-centred methodology.*
- *Used for solving problems and find desirable solutions for consumers.*
- *Users are always at the heart of this design process stages.*



# 5 - STEP DESIGN THINKING



**EMPATHIZE**



**DEFINE**



**IDEATE**



**PROTOTYPE**



**TEST**

# Empathy



# EMPATHIZE



- *Empathy is the centerpiece of a human-centered design process.*
- *It is your effort to understand the way they do things and why, their physical and emotional needs, how they think about world, and what is meaningful to them.*



# GENERAL MOTORS



- American Multinational Corporation Headquartered In Detroit That Designs, Manufactures, Markets, And Distributes Vehicles And Vehicle Parts
- Bad Networking And Several Structuring Issues
- Launch And Withdrawal Of Products Were Rather Frequent
- **INCONSISTENCY, OUTDATED PRACTICES, LACK OF TRUSTWORTHY REPUTATION, AND THE FAILURE TO SENSE THE INDIAN MARKET, LED TO THE DEMISE OF OPERATIONS FOR GENERAL MOTORS IN INDIA.**

# NOKIA

- Nokia – Finnish Company reached its finishing point in 2014 when it was sold to Microsoft.



- Nokia was the biggest name in India when it came to mobile technologies
- Nokia failed to adapt early to the software shift in the market and concentrated only on producing better hardware.
- overestimated the strength of their brand – but Samsung Expanded
- **LOST THE GAME BECAUSE OF LACK OF INNOVATION, OVER-ESTIMATIONS AND THE FAILURE TO ADAPT.**



# KODAK



- First ever digital camera was designed in 1975 by **steve sasson**
  - When steve introduced his revolutionary technology to his bosses at the company, their response was “*that’s cute – but don’t tell anyone about it*”, as [reported in the new york times](#).
- Competitors like sony, fujifilm, nikon got hold of the technology
- Kodak remained in denial and was adamant to not go ahead with this filmless digital technology.
- The company announced bankruptcy in 2012 and exited the image capturing business. Kodak moment enough!?



- Learn
- Research and adapt
- Don't underestimate (or overestimate)
- Consumer is boss



# EMPATHIZE





SAYS



THINKS



01

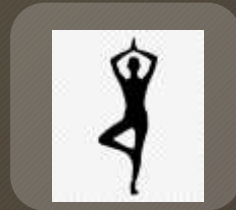
02

USER

04

03

DOES



FEELS

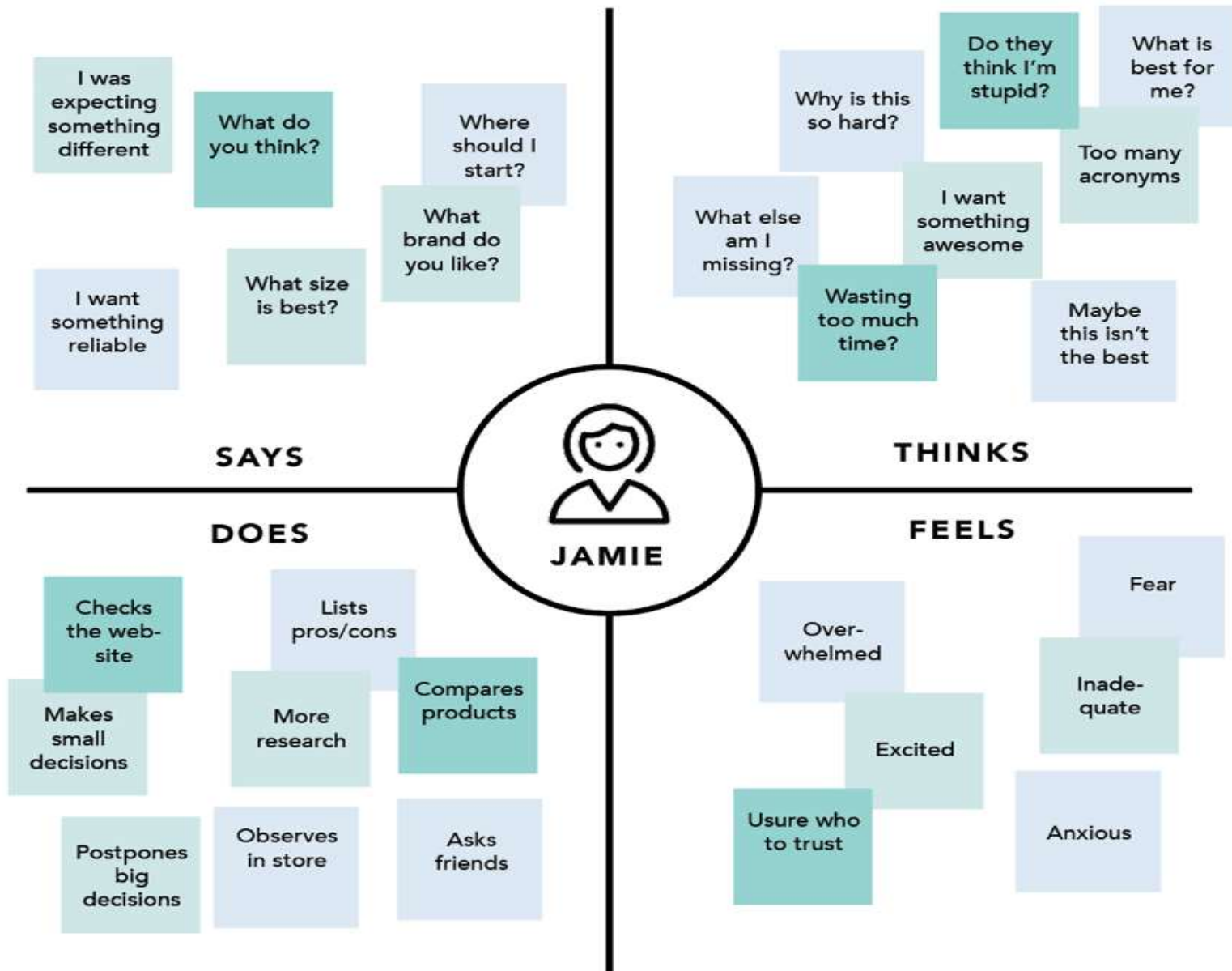


# EMPATHY MAP





# EMPATHY MAP Example (Buying a TV)



## DEFINE

The goal of the Define step is to craft a meaningful and actionable problem statement – this is what we call a point-of-view.

Define the problem statement based on 4W's

4W's

- WHO!
- WHAT!
- WHERE!
- WHY!



# IDEATE

- Ideate is the mode of the design process in which you concentrate on idea generation.
- Ideation provides both the fuel and also the source material for building prototypes and getting innovative solutions into the hands of your users.





# PROTOTYPE

- A prototype can be anything that a user can interact with.
- Resources Identification
- Bill of material generation
- Prototype Making

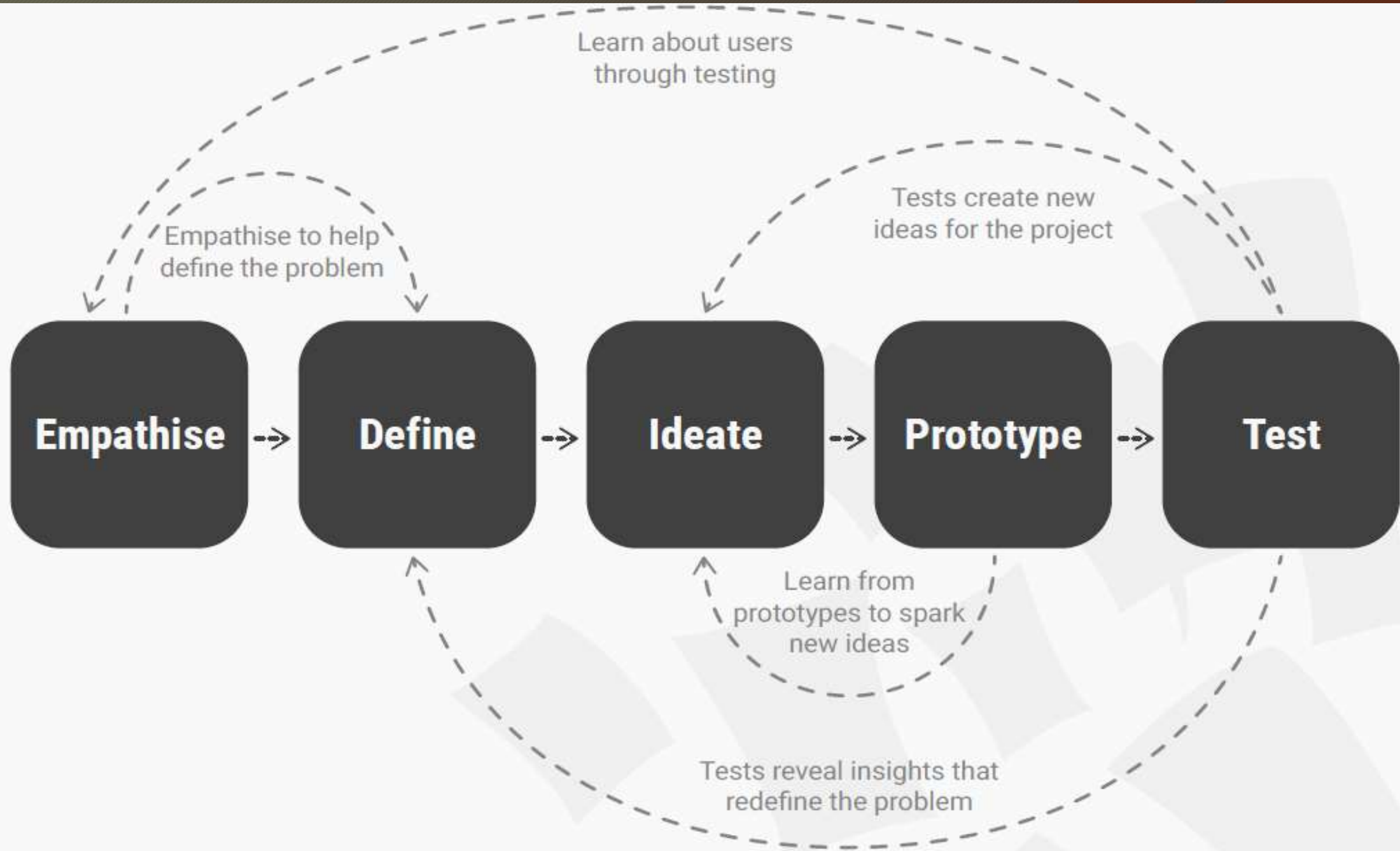


# TESTING

- Refer Samsung Galaxy Note 7 for poor testing
- The overheating was caused by separate problems in batteries sourced from two different suppliers.
- No enough room between the heat-sealed protective pouch around the battery and its internals.
- In the worst scenarios, that caused electrodes inside each battery to crimp, weaken the separator between the electrodes, and cause short circuiting.<sup>1</sup>







# Lets Discuss a case,







Lets Discuss another case,







Social

Media

SOLUTIONS

INTERACTION

MOBILE VERSION

IDENTITY

SEO

SUBSCRIBERS

MAIL

BLOG

PROFESSIONAL

LIGHT

DEA

PLAN

MANAGEMENT

STRATEGY

100%

TENT

\$\$\$

Social





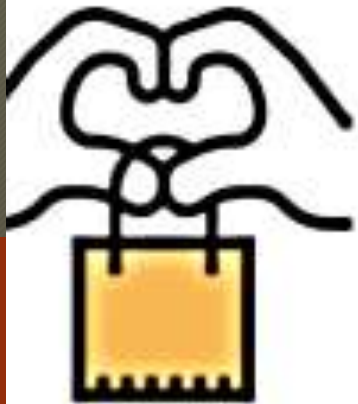


# Problem Statement

How might we improve the grocery shopping experience in a manner that positively impacts people and the environment?



# DESIGN THINKER ALWAYS,



**Empathy**



**Optimism**



**Embrace Ambiguity**



**Make It**



**Learn From Failure**



**Iterate, ITERATE**



**Creative Confidence**



THANK U!!!! ANY QUERIES??

