Unit 1: Introduction to Design Thinking

Case 1: IDEO's Shopping Cart Redesign
Scenario: IDEO redesigned the shopping cart to improve user experience in crowded supermarkets.

Task: Analyze how Design Thinking principles drove this innovation.

Questions:

How did empathy shape the initial observations? (3 marks)

What role did prototyping play in refining the cart's design? (4 marks)

Critique the business impact of this redesign on retail efficiency. (4 marks)

Could this approach work for e-commerce? Justify. (4 marks)

Case 2: Airbnb's Trust Crisis (2009)
Scenario: Users distrusted online listings due to poor-quality photos.

Task: Evaluate how Airbnb used Design Thinking to pivot.

Questions:

How did empathy reveal the root problem? (3 marks)

What prototypes (e.g., professional photography) were tested? (4 marks)

Analyze the long-term value of this human-centered solution. (4 marks)

What risks emerge if empathy research is skipped? (4 marks)

Case 3: Apple's Human-Centered Design for iPhone
Scenario: Apple prioritized intuitive interfaces over technical specs.

Task: Examine how Design Thinking shaped the iPhone's success.

Questions:

How did Apple's focus on "user delight" align with Design Thinking? (3 marks)

What trade-offs were made between innovation and usability? (4 marks)

Compare this approach to competitors like BlackBerry. (4 marks)

Could this process work for enterprise software? Why/why not? (4 marks)

Case 4: PepsiCo's Design-Led Innovation
Scenario: PepsiCo used Design Thinking to rebrand Tropicana, leading to backlash.

Task: Analyze the pitfalls of misapplying Design Thinking.

Questions:

Where did PepsiCo's empathy research fail? (3 marks)

How might prototyping have prevented the rebrand failure? (4 marks)

Propose a Design Thinking fix for Tropicana's packaging. (4 marks)

What ethical lessons does this case offer? (4 marks)

Case 5: IBM's Enterprise Design Thinking Adoption
Scenario: IBM scaled Design Thinking across 380K employees.

Task: Assess the challenges of institutionalizing Design Thinking.

Questions:

How did IBM's framework standardize creativity? (3 marks)

What metrics prove its impact on IBM's innovation culture? (4 marks)

Critique the "double diamond" model in enterprise contexts. (4 marks)

Could startups replicate this approach? Justify. (4 marks)