



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

**Accredited by NBA - AICTE and Accredited by NAAC - UGC
with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna
University, Chennai**



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA105 - DESIGN THINKING FOR MANAGERS

I YEAR /I SEMESTER

Unit 1 - INTRODUCTION TO DESIGN THINKING

Topic 1: INTRODUCTION



DESIGN THINKING

Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.

TIM BROWN, EXECUTIVE CHAIR OF IDEO

Design thinking can be described as a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.



DESIGN THINKING

- ▶ Design thinking is a powerful process of problem solving that begins with understanding unmet customer needs.

From that insight emerges a process for innovation that encompasses concept development, applied creativity, prototyping, and experimentation.

When design thinking approaches are applied to business, the success rate for innovation improves substantially.



DESIGN THINKING

Design thinking is a process that can be implemented by anyone to understand complex problems and develop possible solutions, all while deeply caring for the people who are impacted by the problems directly.

Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it's really how it works.

— Steve Jobs



5 Phases of Design Thinking

- Empathize – with your users
- Define – your users’ needs, their problem, and your insights
- Ideate – by challenging assumptions and creating ideas for innovative solutions
- Prototype – to start creating solutions
- Test – solutions





SKILLS REQUIREMENT FOR DESIGN THINKERS

- 1 Complex problem solving
- 2 Critical Thinking
- 3 Creativity
- 4 People management
- 5 Coordinating with others
- 6 Emotional Intelligence
- 7 Judgment and Decision Making
- 8 Service Orientation
- 9 Negotiation
- 10 Cognitive Flexibility





RECAP

QUESTIONS???

THANK YOU