



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 2: Design Thinking and Innovation





DESIGN THINKING

For Non-designers

- Design Thinking is an exercise in branding and process-development for anyone to learn to act and think as a designer as an exercise in collaborative solution creation.

For Designers

- Design Thinking can be a plug-in for designers seeking a more objective basis for design or who want to collaborate with anyone equally following a design thinking method.



DESIGN
THINKING



INNOVATION

- Innovation is based on people generating ideas using creative thinking and doing to develop insights.
- Insights are acted on, used to try things out that allow us to assess if those ideas are the right ones, or if we can improve upon them and make them better ideas that when acted on, produce a benefit.
- So we just open up the possibilities, by forming something. We put together some explanations. Putting together in greek is *synthesis*





INNOVATION & DESIGN THINKING

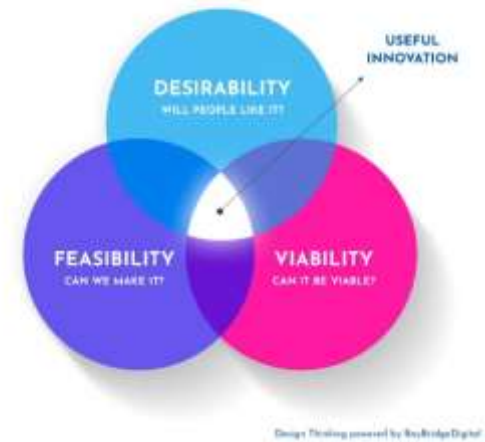
S.No	Innovation	Design Thinking
1	Generating ideas using creative thinking	It is an objective method for thinking & acting. Understanding the problem from others' shoes and providing solutions
2	Innovation is about measuring benefits	The benefit does not need to be measurable. Not tied up with end result
3	There is no mindset involved in innovation, since the process and product of innovating is what happens afterwards	Follows systematic procedure with 5 states in DT – Empathy, Define, Ideate, Prototype & Test
4	Based on the idea generation by the Innovator	Human-centric approach to problem solving
5	Innovation open up the possibilities, by forming/providing solution	DT can be plug-in to innovation



DIFFERENCE

- There is no one right definition of design thinking
- It takes more than design and thinking about design to make an innovation.
- To do that frameworks framework is needed— mindsets and methods as well as tools where our action fits into a pattern of actions common to systematic creative processes producing genuinely ingenious innovations.
- Difference in approach

How to drive useful innovation with Design Thinking?





CONTD...

- Innovation is about measuring benefit. Design thinking is about acting as a designer—for anyone, even designers—using the methods of design, developed as objective reasoning leaving the designer's subjective
- Design Thinking is an objective method for thinking and acting that is not tied up to the end result.
- So design thinking can be a plug-in to innovation, working with issues and turning them around: The benefit does not need to be measurable, as long as we are design thinking
- Design Thinking is never a product
- There is no mindset involved in innovation, since the process and product of innovating is what happens afterwards
- The benefit does not need to be measurable



INTEGRATION OF DT INTO INNOVATION

- Design thinking becomes recognized as a potential organization capability building methodology.
- within each organization, the general understanding of basic design thinking has its place.
- Design thinking is a human-centered approach to problem solving that helps people and organizations become more innovative and creative.
- Human-centered innovation begins with developing an understanding of customers' or users' unmet or unarticulated needs.



CONTD...

- While learning to be a good designer takes years, Design Thinkers can design the way to lead, manage, create and innovate.
- Design begins with setting a strategic intention.
- Design thinking requires a growth mind-set, because in essence it is a journey of learning and experimentation.
- The growth mind-set with its willingness to embrace mistakes ultimately fosters greater creativity, innovation and achievement.
- Treat failure as an opportunity for learning.



DESIGN THINKING PHASES FOR INNOVATION

- Empathy
- Define
- Ideate
- Prototype
- Test



RECAP

QUESTIONS???

THANK YOU