



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 3: Design Thinking Framework



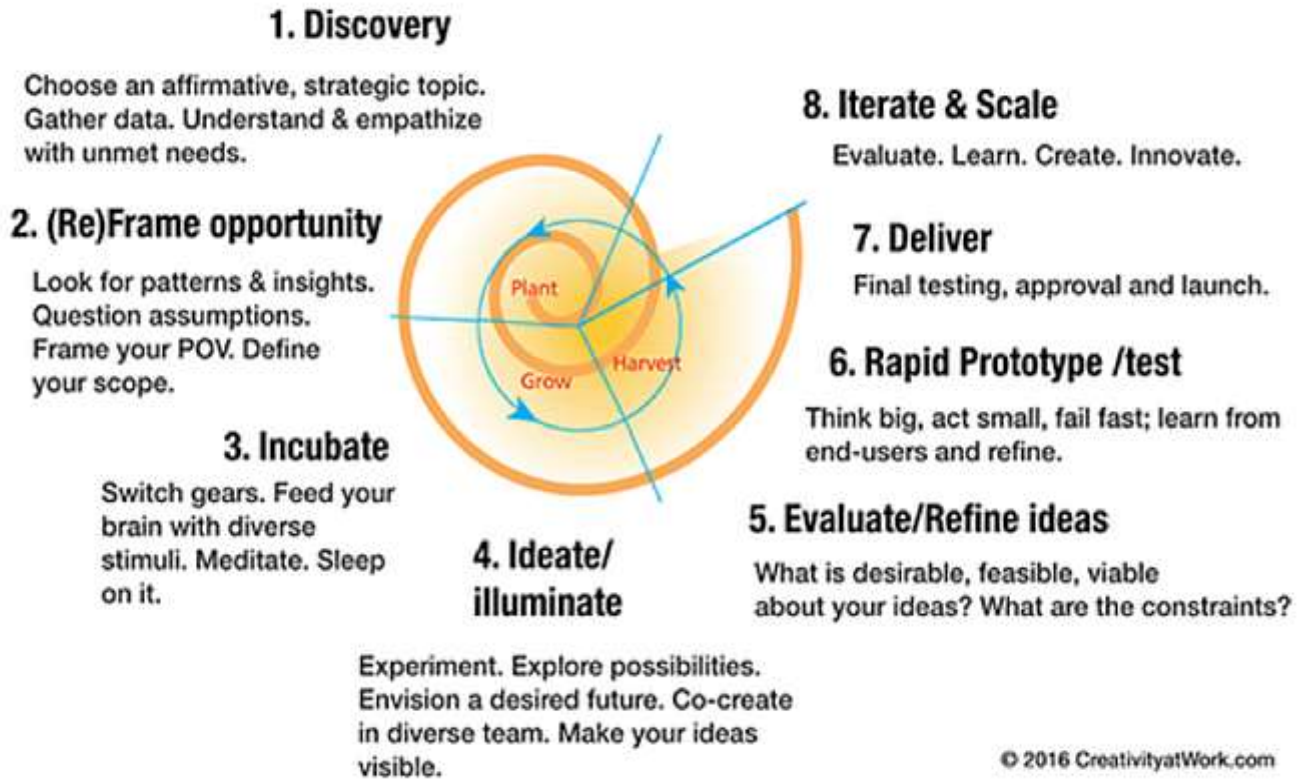
DESIGN THINKING FRAME WORK

Design thinking starts with an end goal, a desired future, and approaches how to make it happen.





A Framework for Design Thinking



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8 STEPS IN DESIGN THINKING FRAMEWORK

1. Discovery
2. Frame and reframe
3. Incubate
4. Ideate
5. Decide
6. Prototype
7. Deliver
8. Iterate





DESIGN THINKING FRAMEWORK

1. **Discovery:**

- Choose a strategic topic to focus on and learn about. Design thinking starts with an end goal, a desired future, and approaches to how you can make it happen.
- The topic should be one you find compelling and motivating.
- Research your topic for insights.
- Leverage stories to discover insights.

2. **Frame and reframe**

- Framing the right problem is the only way to create the right solution.
- Make sense of research by seeing patterns, themes, and larger relationships between the pieces of information.
- Uncover customer insights to reframe problem areas into opportunities.



DESIGN THINKING FRAMEWORK

3. Incubate

Creativity comes from a blend of individual and group ideation.

Need time to reflect on ideas and incubate on their own before running a group ideation session.

4. Ideate

Build on ideas by asking “What else?”.

The goal is to push beyond the obvious and generate a set of really good options for consideration.



DESIGN THINKING FRAMEWORK

5. Decide

Display the ideas, vote for the best options based on criteria such as desirability, technical feasibility and business viability.

6. Prototype

Combine, expand, and refine ideas in the form of rough models or sketches.

Invite users to test out and respond to the prototype



DESIGN THINKING FRAMEWORK

7. Deliver

The prototypes tested, built and launched will have a better chance of succeeding in the marketplace.

8. Iterate

Design is not a linear.

It is an iterative process.

Use feedback to improve on the ideas and keep iterating until there is nothing more to add or subtract.



RECAP

QUESTIONS???

THANK YOU