

SNS COLLEGE OF ENGINEERING



Kurumbapalayam (Po), Coimbatore - 641 107
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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 starts with an end goal, a desired future, and approaches how to make it happen.







A Framework for Design Thinking

1. Discovery

Choose an affirmative, strategic topic. Gather data. Understand & empathize with unmet needs.

2. (Re)Frame opportunity

Look for patterns & insights. Question assumptions. Frame your POV. Define your scope.

3. Incubate

Switch gears. Feed your brain with diverse stimuli. Meditate. Sleep on it.

8. Iterate & Scale

Evaluate. Learn. Create. Innovate.

7. Deliver

Final testing, approval and launch.

6. Rapid Prototype /test

Think big, act small, fail fast; learn from end-users and refine.

5. Evaluate/Refine ideas

What is desirable, feasible, viable about your ideas? What are the constraints?

Experiment. Explore possibilities. Envision a desired future. Co-create in diverse team. Make your ideas visible.

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Plant

Grow





8 STEPS IN DESIGN THINKING FRAMEWORK

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







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.





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.





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





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.





QUESTIONS???

THANK YOU

