



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 4: People Centered Design and Evoking the Right Problem





DESIGN THINKING

- Design thinking is a human-centered approach to problem solving that helps people and organizations become more innovative and creative.
- It is a collaborative process that matches people's needs with what is technically feasible and renders a viable business strategy.



DESIGN THINKING

- DT stands in service of creating positive outcomes for people.
- It helps to actualize concepts and results
- Drive increased adoption
- Help design the behavioral change and ease in ongoing use.
- So, it becomes People-Centric - the tool to engage with people, generate positive cash flow. value, meaning, and profit.



DESIGN THINKING – HUMAN CENTERED INNOVATION



- Human-centered innovation begins with developing an understanding of customers' or users' unmet or unarticulated needs.
- Design thinking minimizes the uncertainty and risk of innovation by engaging customers or users through a series of prototypes to learn, test and refine concepts.
- Design thinkers rely on customer insights gained from real-world experiments, not just historical data or market research.



PURPOSE OF DESIGN THINKING

- The overall **goal** of this **design thinking** is to help **design** better products, services, processes, strategies, spaces, architecture, and experiences.
- **Design thinking** helps the individual and team to develop practical and innovative solutions for your problems.



EVOKING THE RIGHT PROBLEM

“If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it,”

Albert Einstein



ESTABLISH THE NEED FOR A SOLUTION

Step 1: Establish the Need for a Solution

Step 2: Justify the Need

Step 3: Contextualize the Problem

Step 4: Write the Problem Statement

The Winner



EVOKING THE RIGHT PROBLEM

EVOKING THE RIGHT PROBLEM

- The Basic Need
- The Desired Outcome
- The beneficiaries and reasons
- Reason why the market has failed to address it

JUSTIFY THE NEED

- Effort aligned with our strategy
- the desired benefits for the company & its measures
- Ensure the implementation of the solution



RECAP

QUESTIONS???

THANK YOU