



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

## 19BAT605 – Design Thinking for Managers

### Unit I – Introduction to Design Thinking



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**1<sup>st</sup>** Indian  
Institution  
to Implement  
**Design  
Thinking  
Curriculum**  
Redesigning Common Mind and  
Business Towards Excellence



# TOPIC FOR TODAY



## People Centered Design Thinking



# Recall

- Design thinking Definition
- Characteristics of Design Thinking
- History of Design Thinking





# Design Thinking

Design Thinking, popularized by Stanford's d.school, is a process that you go through to create solutions that will actually be adopted by people





# Human Centered Design Thinking

Human-Centered Design, popularized by IDEO.org, is a mindset that overlays design thinking to ensure that the products are actually relevant and beneficial in the long run for the people they are intended to serve.





# Design Thinking vs Human Centered

## Design Thinking

Stanford



## Human Centered

Ideo – International Design and Consulting Firm





# Design Thinking vs Human Centered

## Design Thinking

Effective Development  
of Process



## Human Centered

Long term Impact for the  
users





# Design Thinking vs Human Centered

## Design Thinking

Output : Market Based products



## Human Centered

Output : Beneficiary Products







# Summary

- Design Thinking
- Human Centred Design Thinking
- Design Thinking vs Human Centred Design Thinking





# Reference

<https://www.interaction-design.org/literature/article/design-thinking-a-quick-overview>



# Reach us @



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# THANK YOU...