



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit I – Introduction to Design Thinking



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Design Thinker

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



TOPIC FOR TODAY



ARE YOU SOLVING THE
RIGHT PROBLEM?

Evoking the Right Problem in Design Thinking



Recall

- People Centred Design Thinking on
 - Empathy
 - Define
 - Ideate
 - Prototype
 - Test





A situation

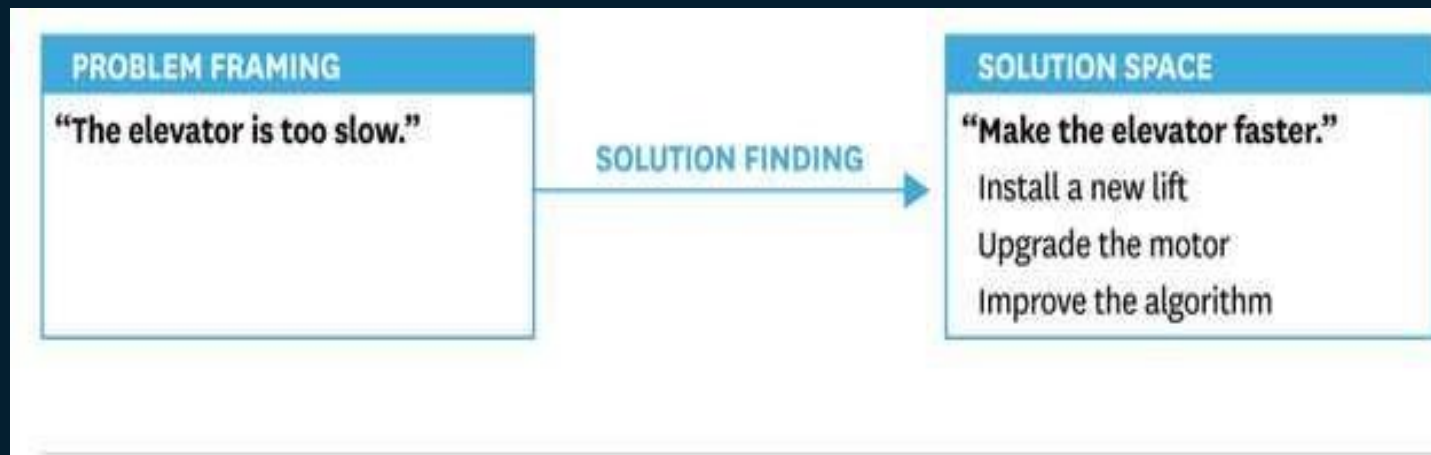
Imagine this: You are the owner of an office building, and your tenants are complaining about the elevator. It's old and slow, and they have to wait a lot. Several tenants are threatening to break their leases if you don't fix the problem.





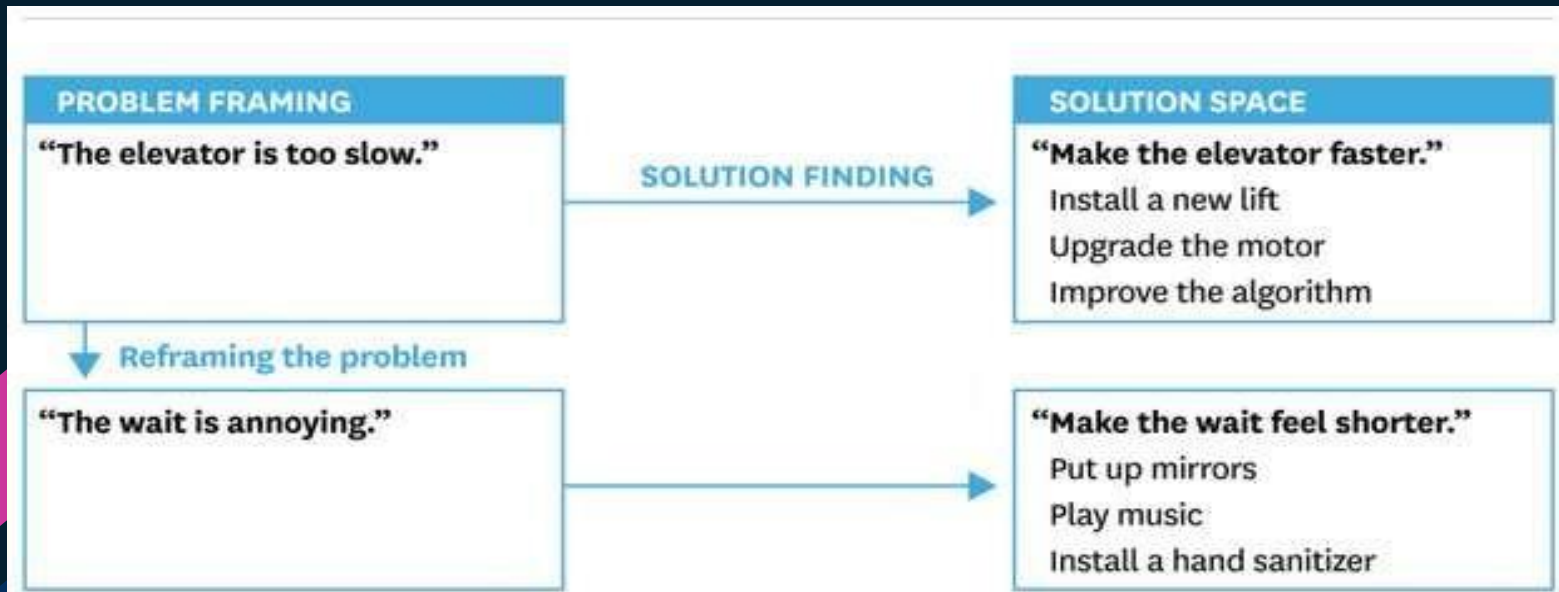
Solution for the Above Problem

- These suggestions fall into what I call a solution space: a cluster of solutions that share assumptions about what the problem is— in this case, that the elevator is slow





Point of View





Empathy

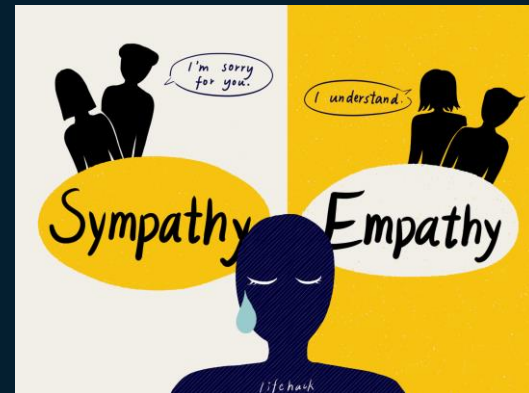
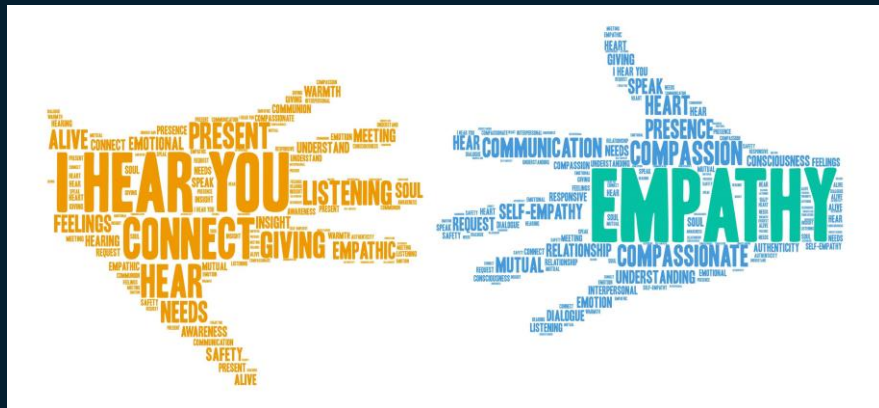
- The elevator issue, for example, could be reframed as a peak demand problem—too many people need the lift at the same time—leading to a solution that focuses on spreading out the demand, such as by staggering people's lunch breaks.





Empathy vs Sympathy

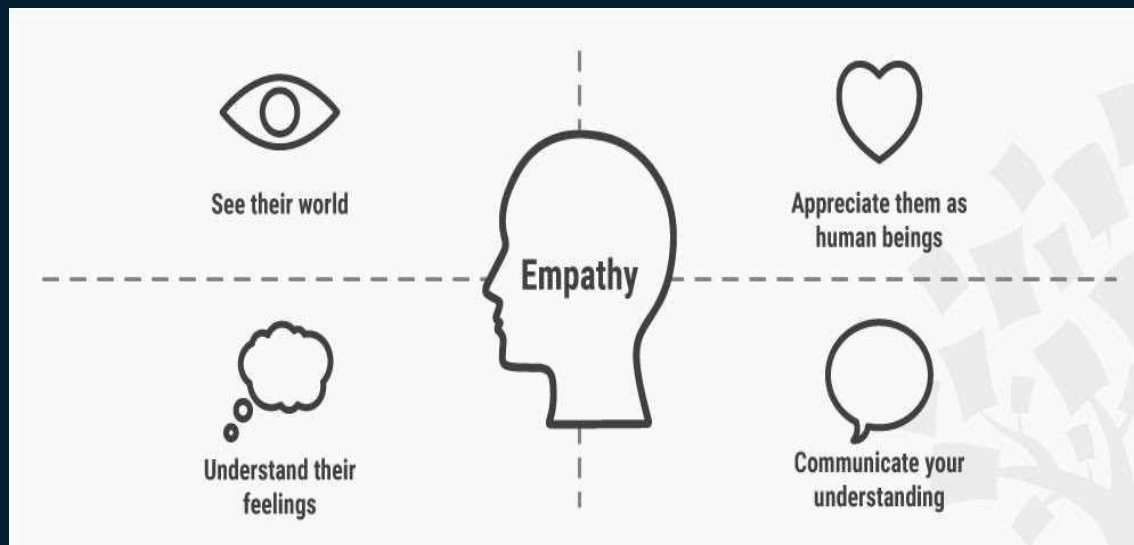
- Empathy is our ability to see the world through other people's eyes, to see what they see, feel what they feel, and experience things as they do





Empathy

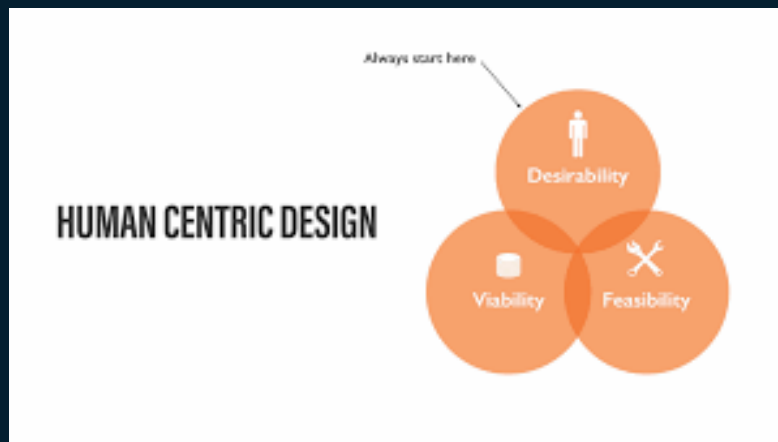
- Empathy helps us gain a deeper appreciation and understanding of people's emotional and physical needs, and the way they see, understand, and interact with the world around them.





People

- People do not always convey all the details
- They may withhold information out of fear
- what is not being said or what is being hinted at
- we need to develop intuition, imagination, emotional sensitivity





Summary

- Right problem of a Situation
- Importance of Empathy
- Importance of People





Reference

<https://hbr.org/2017/01/are-you-solving-the-right-problems>



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THANK YOU...