SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit I – Introduction to Design Thinking

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1st Indian Institution to Implement Design Thinking Curriculum

Redesigning Common Mind and Business Towards Excellence

TOPIC FOR TODAY

Purpose of Design Thinking

Recall

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

Purpose of Design Thinking

- Today's reality demands innovation
- Faced with an insurmountable task?
- What if there is no market?
- It's always about people
- Fail Fast
- Breaks you out of the box

Today's Reality Demands Innovation

Demand in Innovation

housejoy.in
BRING HAPPY HOME

Today's Reality Demands Innovation

Massively successful companies have disappeared into oblivion by believing what worked before will work

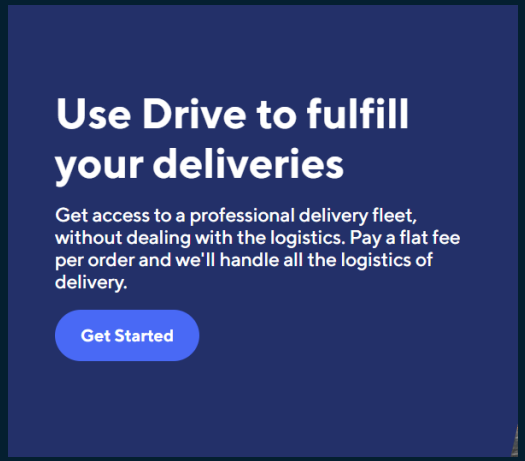
It's impossible to predict the future.

In order for a business to stay current, they must move with Innovation.

Guess

NSE

Food Delivery


Use Drive to fulfill your deliveries
Get access to a professional delivery fleet, without dealing with the logistics. Pay a flat fee per order and we'll handle all the logistics of delivery.
Get Started

Guess

Faced with insurmountable task?

Being tasked with the challenge of doing it is another

Design Thinking takes the challenge or problem and drills it down into small bite- size pieces, enabling you to drill down to the core issues

One can see clearly and piece together the most critical aspects to devise a strongly relevant solution.

Chakr Innovation
Revolution through pollution

SWIGGY

What if there is no market?

A common concern in developing a new product or service is “Will there be a market?”

What if there is no market?

- Design Thinking involves the market from the get-go
- Design thinking helps us in
  - spending time with the market
  - understanding their needs
  - the realities of their world

Summary

- Today’s reality demands innovation
- Faced with an insurmountable task?
- What if there is no market?
- It’s always about people
- Fail Fast
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Reference

https://www.creativityatwork.com/design-thinking-strategy-for-innovation/

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THANK YOU...