



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit I – Introduction to Design Thinking



Presented by

Mr.G.Hari

Design Thinker

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



TOPIC FOR TODAY



Purpose of Design
Thinking



Recall

- Purpose of Design Thinking
 - Today's reality demands innovation
 - Faced with an insurmountable task?
 - What if there is no market?





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



It's always about the people

Statistics and market research can give certain insights

When an engineer gets out and spends time with the end-user, the insights become far more tangible





It's always about the people

Design thinking keeps you in tune with the real customer with real problems, empowering you to create real solutions.





Fail Fast

8 out of 10 businesses fail

The truth is, we learn far more from failure than we could ever learn without it

Design Thinking is systematically developed to encourage experimentation





ASSESSMENT

Give any example of a company which got fail in the market?





Break you out of the Box

Design thinking breaks your preconceptions of what a good solution would be and unleashing new undiscovered possibilities





Breaks you out of the Box

- A revolutionary new mop which proved to be massively successful
- A better cleaning detergent

P&G





Summary

- Purpose of Design Thinking
 - It's always about the people
 - Fail fast
 - Breaks you out of the box





Reference

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



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THANK YOU...