



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit I – Introduction to Design Thinking



Presented by

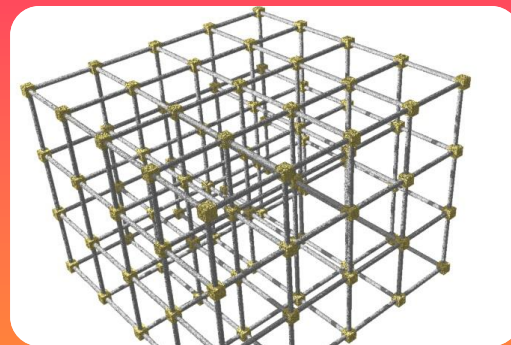
Mr.G.Hari

Design Thinker

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



TOPIC FOR TODAY



Design Thinking Framework



Recall

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

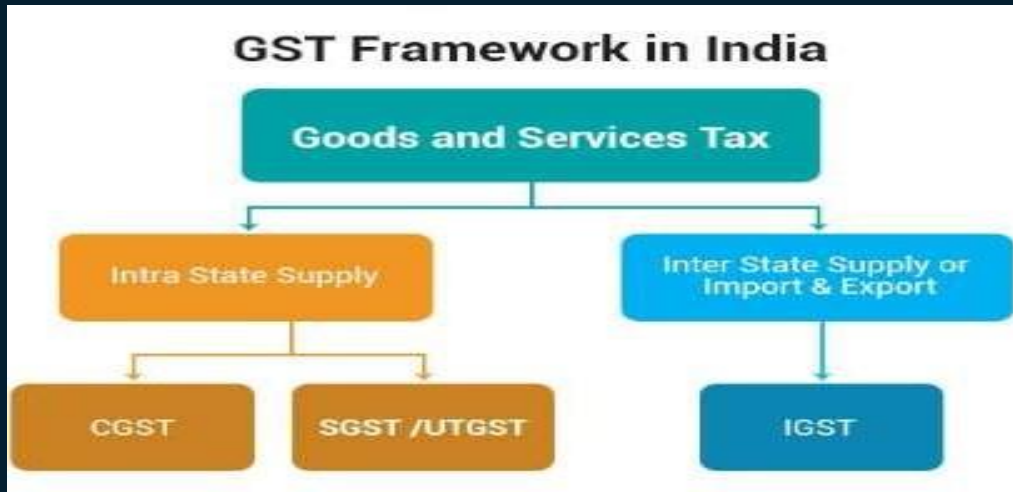




Framework

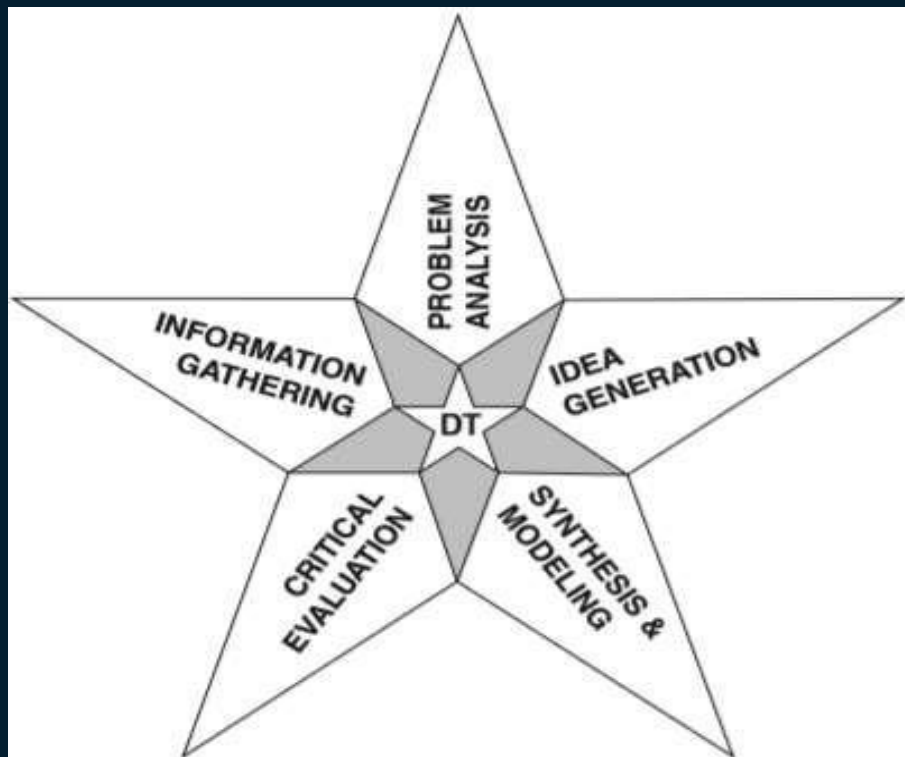
Framework is a structure that forms a support or frame for something.

The theoretical framework is the structure that can hold or support a theory of a research study





Design Thinking Framework

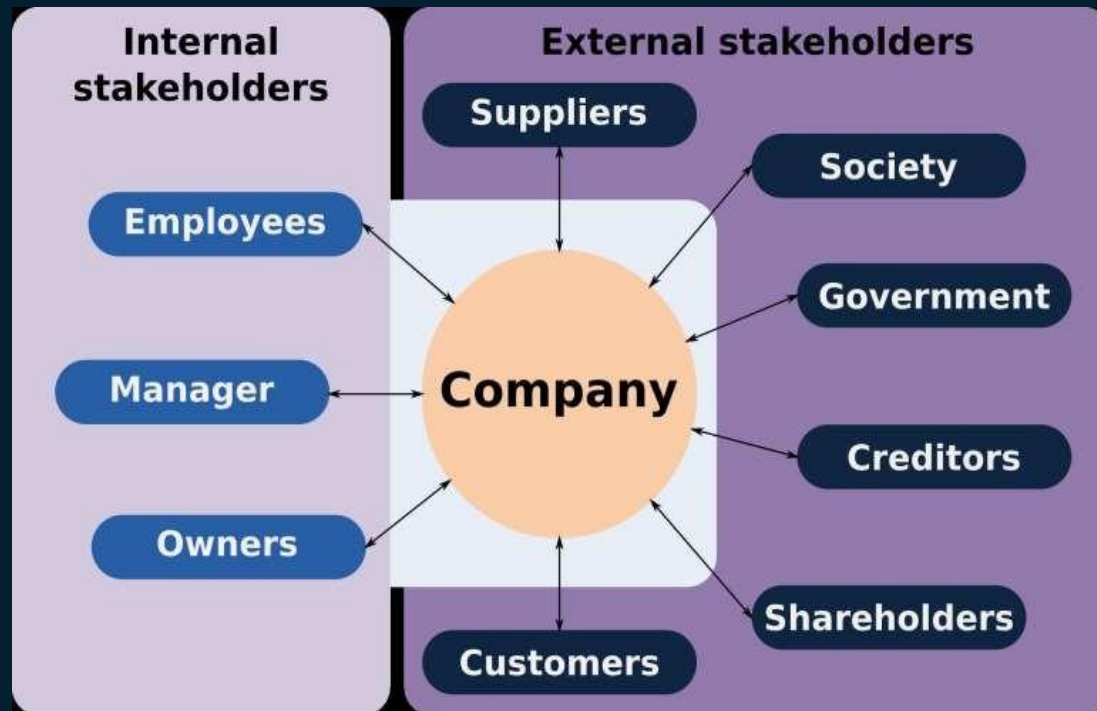




Information Gathering (Empathy)

Stakeholder

- Internal
- External





Questioning the Stakeholders

Employee Satisfaction

1. What are the steps that you have taken ?
2. Why the employee get dissatisfied?
3. How does the cause arise?

Ask What? How? Why?

What?

How?

Why?



ASSESSMENT

What is the difference
between Empathy and
Sympathy?





Information Gathering (Empathy)

Historical Perspective of the company





Information Gathering (Empathy)





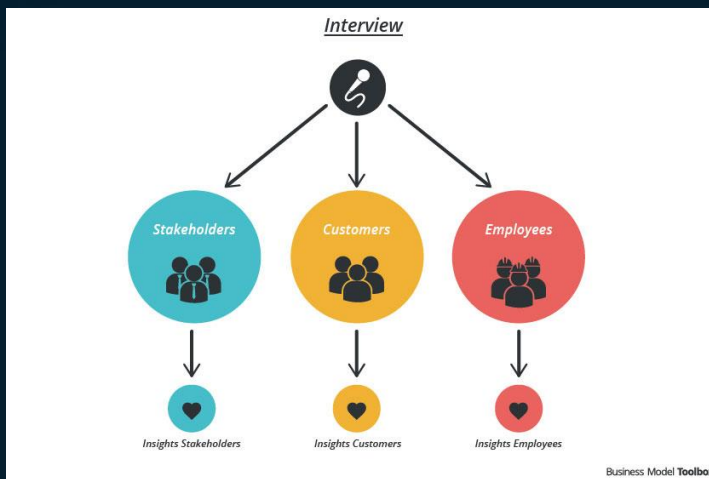
Information Gathering (Empathy)





How to gather Information

Interviews with stakeholders are one-to-one conversations about a specific topic or issue. Stakeholder interviews provide a broad overview of the interviewees' opinions about a specific topic that may reveal hidden concerns or ideas





How to gather Information

Ethnography, simply stated, is the study of people in their own environment through the use of methods such as participant observation and face-to-face interviewing.





Summary

- Design Thinking Framework
- Information Gathering
 - Stakeholders
 - Historical Perspective
 - Interview and Ethnography





Reference

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



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THANK YOU...