SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit I – Introduction to Design Thinking

Presented by

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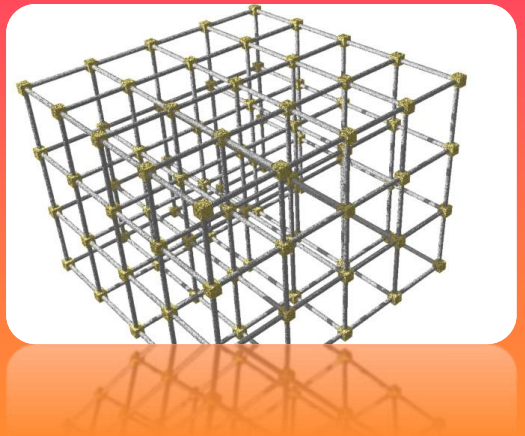
1st Indian Institution to Implement Design Thinking Curriculum

Redesigning Common Mind and Business Towards Excellence

TOPIC FOR TODAY



Design Thinking Framework

Recall

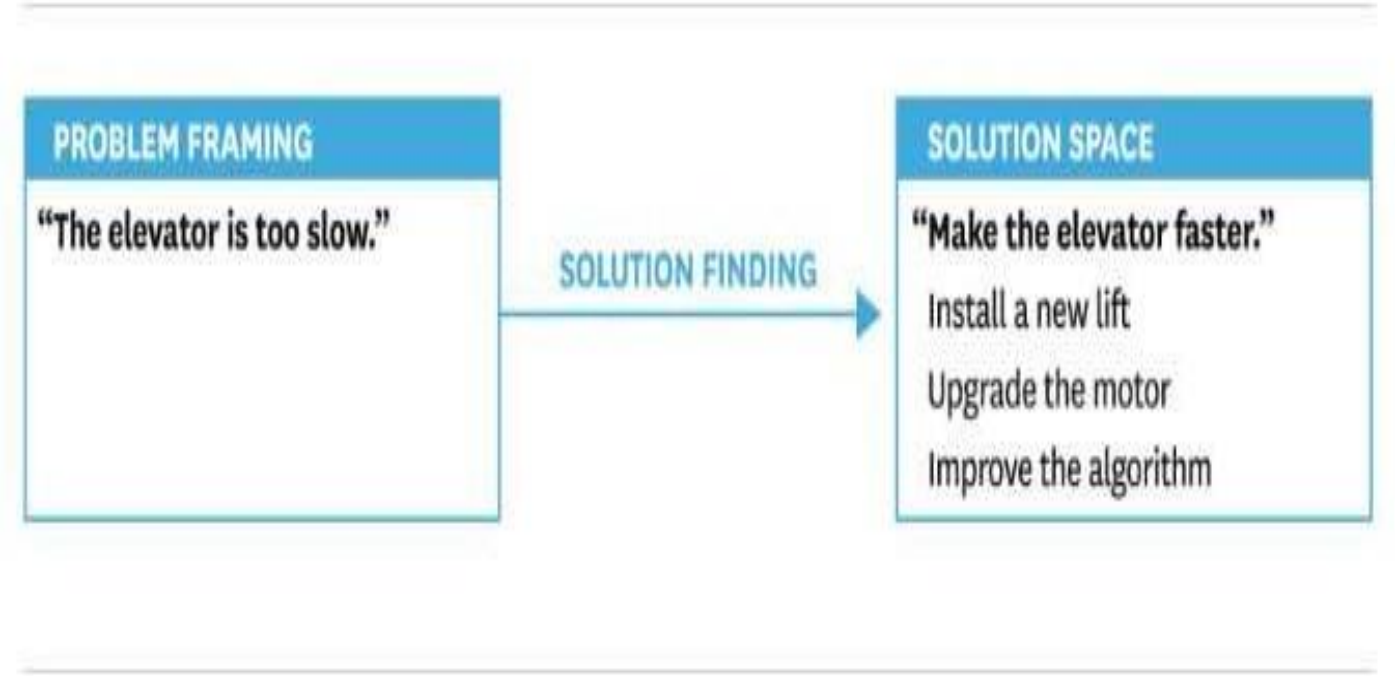
- Design Thinking Framework
- Information Gathering
  - Stakeholders
  - Historical Perspective
  - Interview and Ethnography

Problem Analysis and Definition (Define)

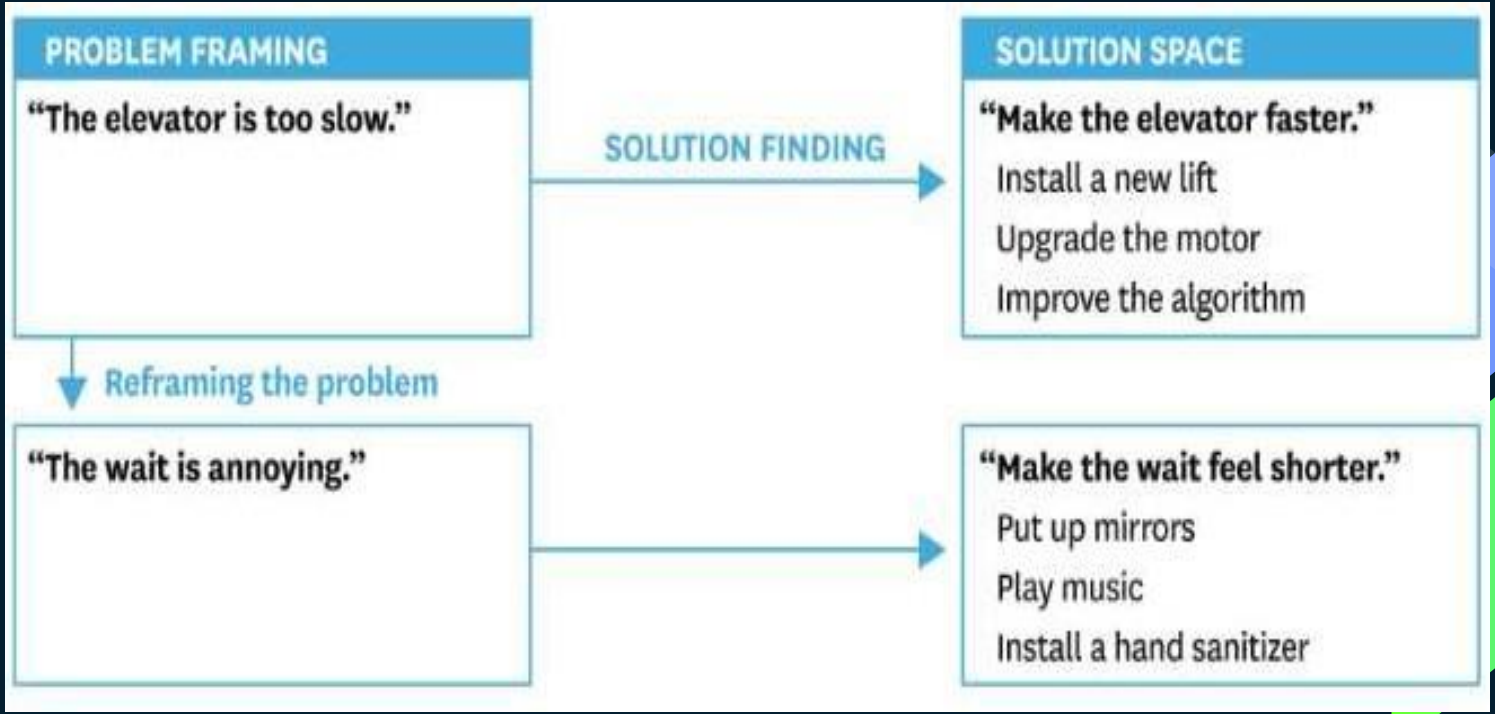
Rigorous Analysis

- ✓ To ensure identification of the most salient problem
- ✓ Immediate acceptance of the problem will hide the salient problem
- ✓ Questioning will help in reframing the problem

Problem Analysis and Definition (Define)



Problem Analysis and Definition (Define)



Problem Analysis and Definition (Define)

- Questioner
- Brain Storming

ASSESSMENT

Is AJIO an outlet of Jio?

Idea generation (Ideate)

Brain Storming with

- Outsider
- Insider

Idea generation (Ideate)

Three Categories of Ideas

- Good
- Bad
- Silly

Idea generation (Ideate)

S.NO	Type of Idea	Idea for the Elevator
1	Good	1. Install New Lift 2. Upgrade the Motor 3. Changing the time of office 4. Placing mirror and playing music
2	Bad	1. Installing Food court
3	Silly	1. Hand Sanitizer

Summary

- Design Thinking Framework
  - Problem Analysis and Definition (Define)
  - Idea Generation (Ideate)

Reference

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

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THANK YOU...