



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit II – Process in Design Thinking (Empathy, Define)



Presented by

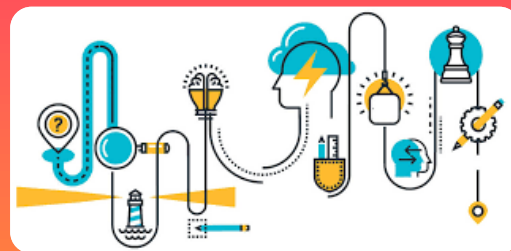
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1st Indian
Institution
to Implement
**Design
Thinking
Curriculum**
Redesigning Common Mind and
Business Towards Excellence



TOPIC FOR TODAY



Design Thinking Process



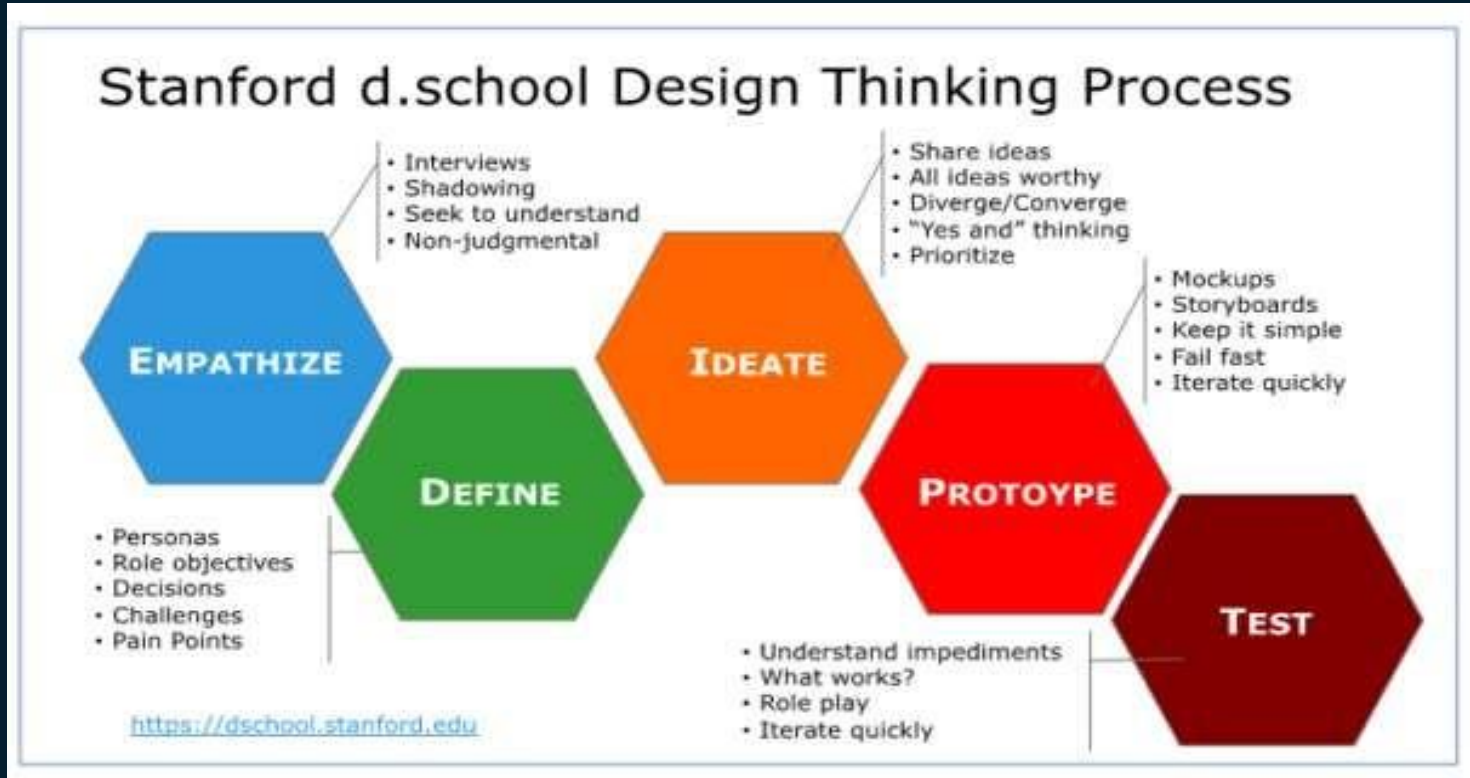
Recall

- Design Thinking Framework
 - Synthesis through modelling (Prototype)
 - Critical Evaluation (Test)





Design Thinking Process





Empathize

Empathy is crucial to a human-centered design process

It allows you to set aside your own assumptions about the world and gain real insight into users and their needs.

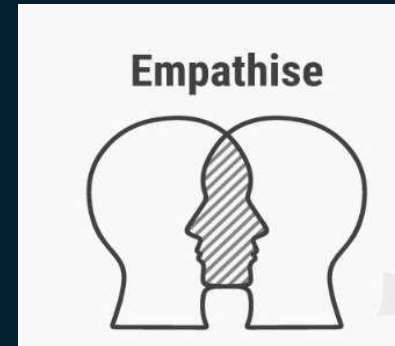




Empathize

Our minds automatically filter out a lot of information without our even realizing it. We need to learn to see things “with a fresh set of eyes,” and empathizing is what gives us those new eyesight's into human behavior.

Engaging with people directly reveals a tremendous amount about the way they think and the values they hold.





Define

During the Define stage, you put together the information you have created and gathered during the Empathize stage.

This is where you will analyse your observations and synthesize them in order to define the core problems that you and your team have identified up to this point.





Define

“We need to increase our food-product market share among young teenage girls by 5%,”

“Teenage girls need to eat nutritious food in order to thrive, be healthy and grow.”



Lorry wala

Decrease in
sales in
Week days

No tie up in
online food
delivery

No digital
Marketing

No website

No unique
Products



ASSESSMENT

What is the define for
the above problem?





Ideate

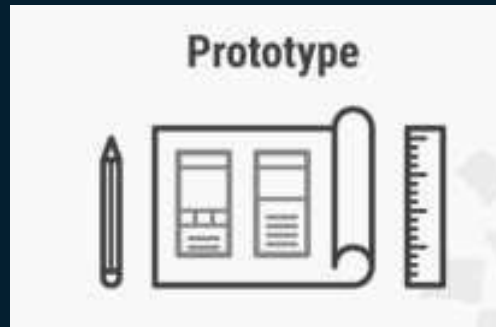
- During the third stage of the Design Thinking process, designers are ready to start generating ideas
- The solid background of knowledge from the first two phases means you can start to “think outside the box”, look for alternative ways to view the problem and identify innovative solutions to the problem statement you’ve created.





Prototype

- This is an experimental phase, and the aim is to identify the best possible solution for each of the problems identified during the first three stages.
- Prototypes may be shared and tested within the team itself, in other departments, or on a small group of people outside the design team.





Test

- Designers or evaluators rigorously test the complete product using the best solutions identified during the prototyping phase.
- Even during this phase, alterations and refinements are made in order to rule out problem solutions and derive as deep an understanding of the product and its users as possible.





Design Thinking Process

Design Thinking tackles complex problems by:

Empathising: Understanding the human needs involved.

Defining: Re-framing and defining the problem in human-centric ways.

Ideating: Creating many ideas in ideation sessions.

Prototyping: Adopting a hands-on approach in prototyping.

Testing: Developing a prototype/solution to the problem.



Summary

- Design Thinking Process
 - Empathy
 - Define
 - Ideate
 - Prototype
 - Test





Reference

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



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THANK YOU...