



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit III – Concepting and Building (Idea, Create)



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Design Thinker

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



TOPIC FOR TODAY



Bundling the Ideas



Recall

Identifying top 3 ideas

Methods to select best three Ideas

- ✓ Post-it Voting or Dot Voting
- ✓ Four Categories Method
- ✓ Bingo Selection
- ✓ Six Thinking Hats
- ✓ Idea Affinity Diagrams
- ✓ Idea Selection - Now Wow How Matrix





Bundling the Ideas

- > Once the Ideation session is complete, the ideas must be collected, categorised, refined and narrowed down, so the team is able to select the best solutions, ideas, and strategies from a shortlist.



Bundling

- > Bundling Ideas takes you from strong individual concepts to solutions of substance. Think of it as a game of mix and match, with the end goal of putting the best parts of several ideas together to create more complex concepts. You'll probably notice that many ideas start to resemble each other—which is a good thing. Try combining them; keep the best parts of some, get rid of the ones that aren't working, and consolidate your thinking into a few concepts you can now start to share with the world.



What is Bundling

- > **Bundling Ideas** takes you from strong individual concepts to solutions of substance. **Think** of it as a game of mix and match, with the end goal of putting the best parts of several **ideas** together to create more complex concepts. You'll probably notice that many **ideas** start to resemble each other—which is a good thing



ASSESSMENT

In Now, Wow and How
Matrix, How refers to
.....





Steps to Bundle the Ideas

1. You've got lots of drawings and ideas up on the wall, so now it's time to start moving them around and forming them into more complex solutions.
2. Start by clustering similar ideas into groups. Talk about the best elements of those clusters and combine them with other clusters.



Steps to Bundle the Ideas

3. Now, start building groupings out of the Themes and patterns you've found. Focus on translating what you've heard into practice, rather than just identifying similar ideas.



Steps to Bundle the Ideas

4. Once you've got a few idea groupings, ask yourself how the best elements of your thinking might live in a system. Now you're moving from individual ideas to full-on solutions



Summary

- ✓ Bundling the Ideas
- ✓ What in Bundling?
- ✓ Steps to Bundle the Ideas





Reference

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



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THANK YOU...