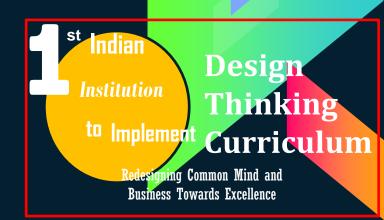# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit III – Concepting and Building (Idea, Create)

Presented by

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Design Thinker

1st Indian *Institution* to Implement **Design Thinking Curriculum**

Redesigning Common Mind and Business Towards Excellence

TOPIC FOR TODAY

Creating the Concept

Recall

✓ How to bundle Ideas?

✓ Idea Affinity Diagram

Create a Concept

› Examine your bundled ideas on the wall

› Think hard about converging them into one concept

› Keep referring back to your design challenge

How to come up with a concept

➢ Anyways so, we are moving into creating a single concept now. So, examine your bundled ideas on the wall, think hard about converging them into one single concept;

➢ think about everything you see on the wall, how would you pull them all together into one concept.

How to come up with a concept

➢ Keep referring back to your design challenge and it is a very good idea to have your design strategy statement up there, right.

➢ We are creating a dash that does dash for dash. So the minute you are looking at your concept, you are reflecting and introspecting and saying 'does this really do whatever it is that we have said we wanted to do, does it do it for the people that we committed that it is going to do it for?'

ASSESSMENT

Is Bundling more important in Design Thinking?

› So, this helps you assess your concept, this helps you look at your concept and try and shed light back on it to say, 'well is this in the direction in which we wanted to be?'

Design Challenge

› The primary purpose of design challenge is to set the stage for empathy. It gives students direction and helps instructors coordinate empathy experiences that contain human needs.

Design Challenge Implementation Criteria

› Hook

› Scope

› Trade-offs

› Flex
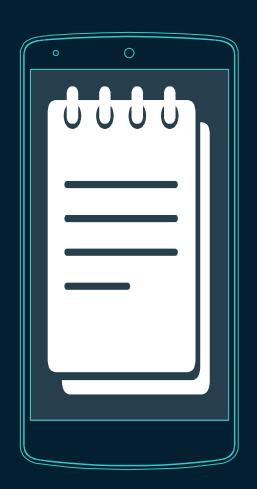
› Cycles

› Team

› Space

› Access

Hook

› **Hook** - Does the challenge grab the attention of your team? Does it make sense why there is something to solve there? Is it easy to understand but difficult to master?

Summary

- ✓ Create a concept

- ✓ How to Come up with a concept?

- ✓ Design Challenge

- ✓ Design Challenge Implementation Criteria

Reference

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

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THANK YOU...