



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35
An Autonomous Institution



Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A+' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF INFORMATION TECHNOLOGY

19GEB101 – DESIGN THINKING AND INNOVATION

I YEAR/ I SEMESTER

UNIT 1 – INTRODUCTION TO DESIGN THINKING

TOPIC 1 – A BRIEF INSIGHT TO DESIGN THINKING AND INNOVATION



DESIGN THINKING?

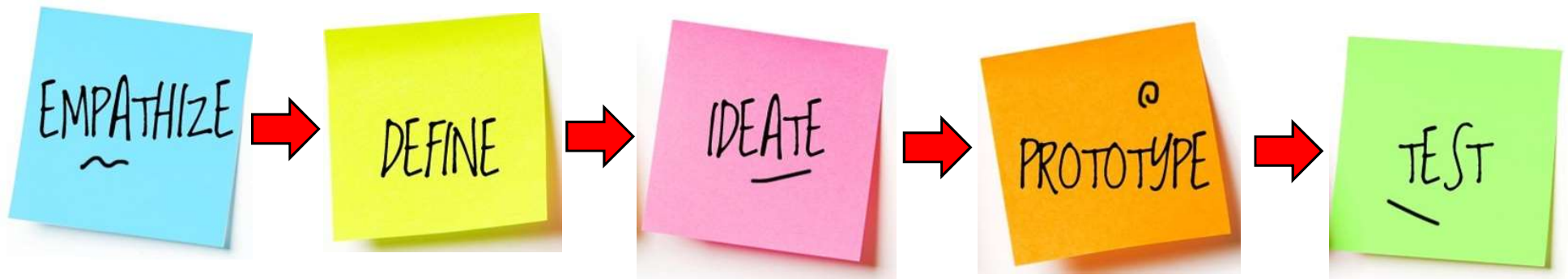


- Design thinking is a user-centric & iterative process
- Used for solving problems and find desirable solutions for consumers





STAGES OF DESIGN THINKING





EMPATHY



- Empathy is the centrepiece of a human-centered design process
- It is your effort to understand the way they do things and why, their physical and emotional needs, how they think about the world, and what is meaningful to them





EXAMPLE



You can't realize actually the taste of food until you take up it by yourself...





CASE STUDY ON EMPATHY



KFC





MAIN ATTRIBUTES FOR SUCCESS



Cleanliness



Hospitality & Taste



Speed of Service





KFC'S KEY SUCCESS FACTORS



- Location/Number of Outlets
- Extensive Menu
- Price
- Service/Ambience
- Taste
- Promotions



THE RISE, DOMINANCE AND FALL OF KINGFISHER AIRLINE



- Lack of long term strategy
- Unprofitable Route
- Maintenance cost
- Unrelated Business Diversification

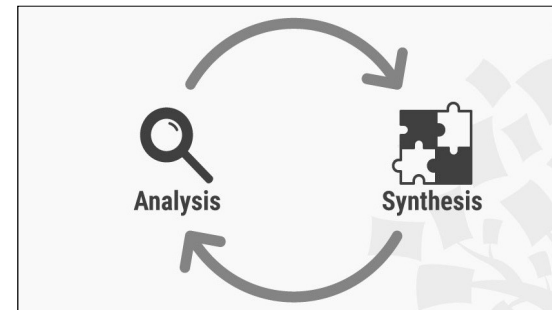




DEFINE



- As a design thinker, we need to cover all the points and the answers that we got in the 'empathize' phase
- This is where the process of synthesis comes into picture. We have to club all the answers together and convert them into a coherent single statement





CLASS ROOM ACTIVITY



Solve the maths puzzle by replace the question mark with the correct number ?

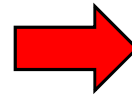
1	5	6	3
4	?	1	2
9	1	2	3
1	1	6	7



IDEATE



The aim is to generate a large quantity of ideas that the team can then filter and cut down into the best

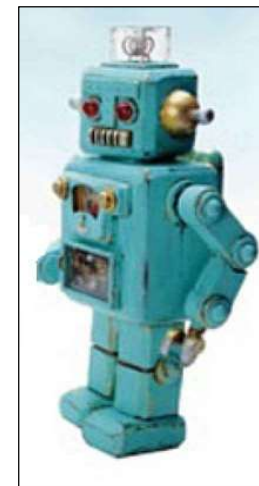
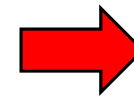
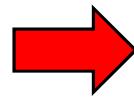




PROTOTYPE



A prototype is an early sample, model, or release of a product built to test a concept or process or to act as a thing to be replicated





TESTING

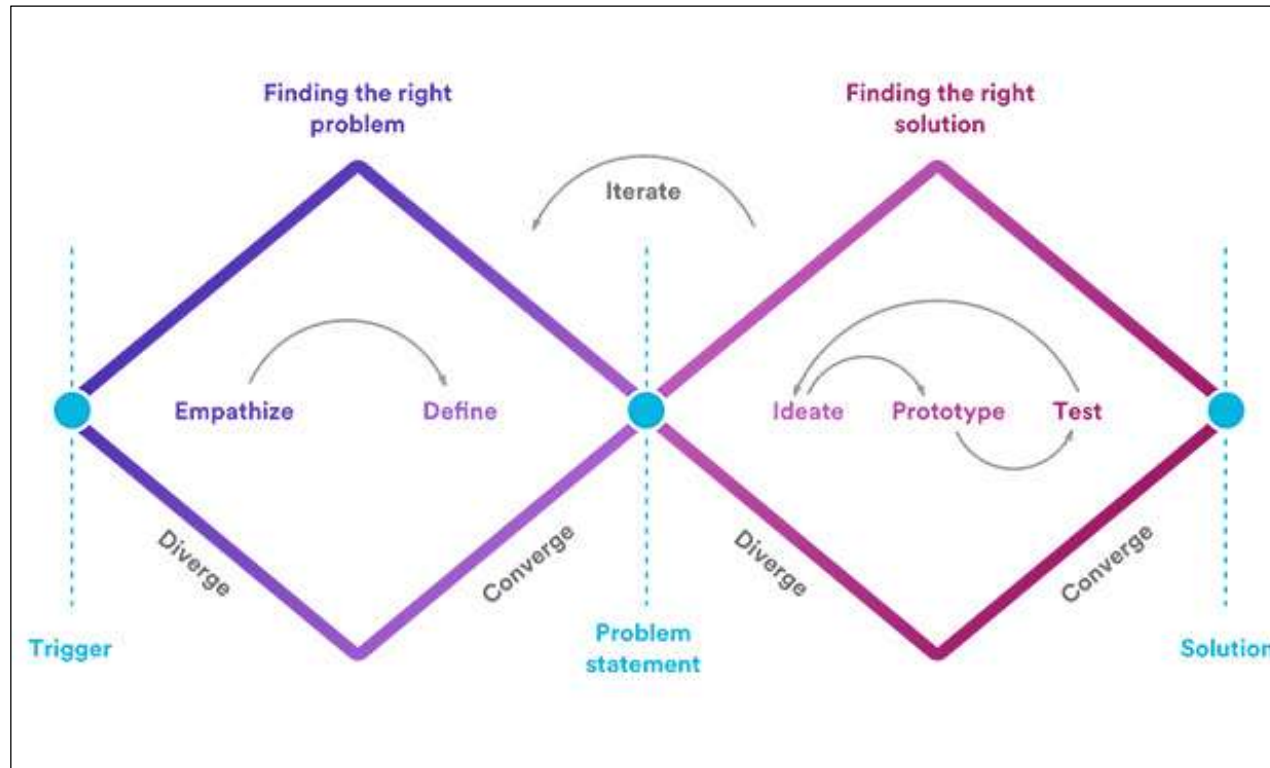


Testing the prototype to ensure the product satisfies the user needs



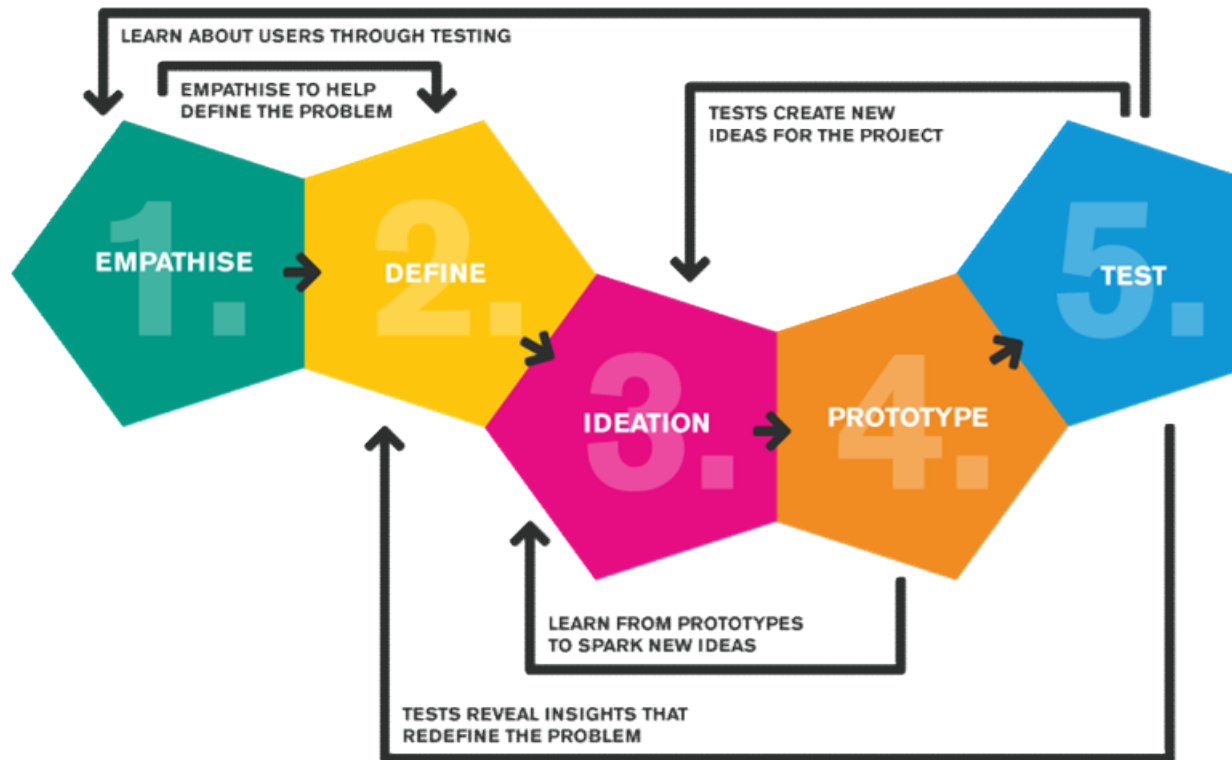


DIVERGENT AND CONVERGENT THINKING



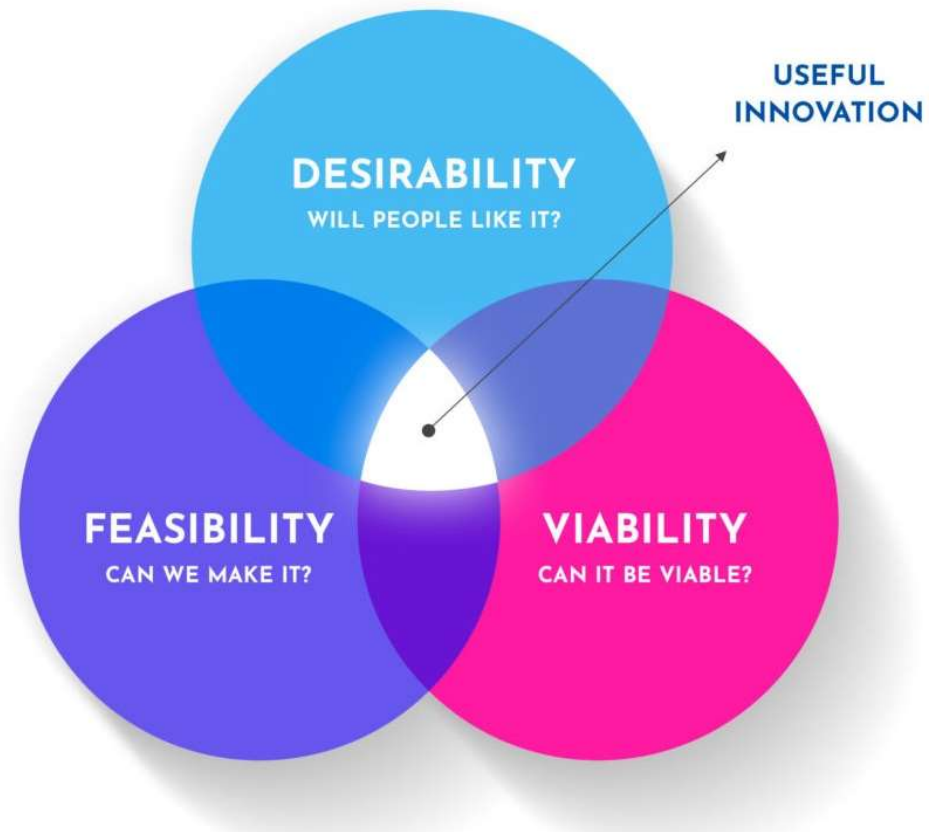


DT-A NON LINEAR PROCESS





HOW TO DRIVE USEFUL INNOVATION WITH DT

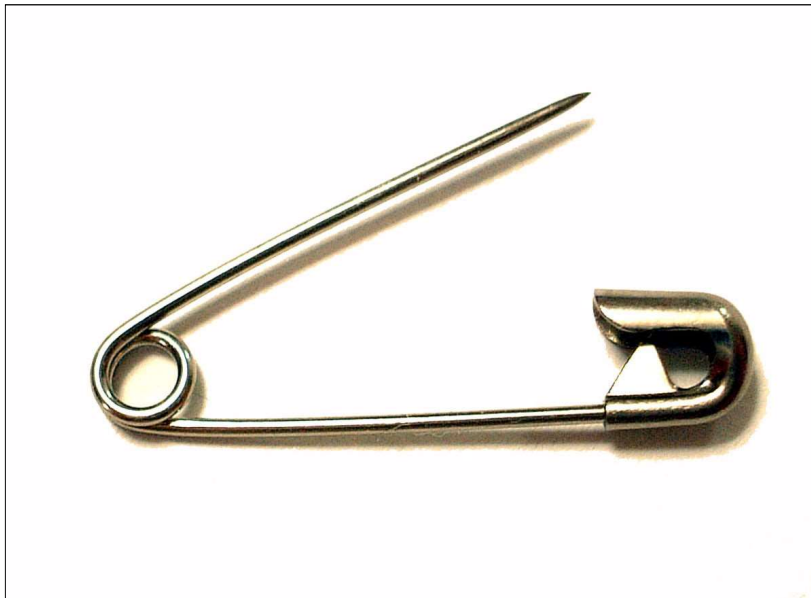




ASSESSMENT



How could you correlate Design Thinking Concepts for the following Products???





THANK YOU