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 3 – PEOPLE CENTERED APPROACH

PEOPLE CENTERED APPROACH

- Design thinking is a process, mindset, and approach to solving complex problems
- Also known as human-centered design, it is a philosophy that empowers an individual or team to designing products, services, systems, and experiences that address the core needs of those who experience a problem

A people-centered approach SOLUTIONS are grounded in user-needs.

PEOPLE CENTERED APPROACH

- The Design Thinking Approach Origin of IDEO: 1991

- David Kelly Design +ID2

- 2001break from traditional realm of design

PEOPLE CENTERED APPROACH

The Design Thinking Approach Shifting of focus from Look and Functionality to a broader approach, encompassing systems
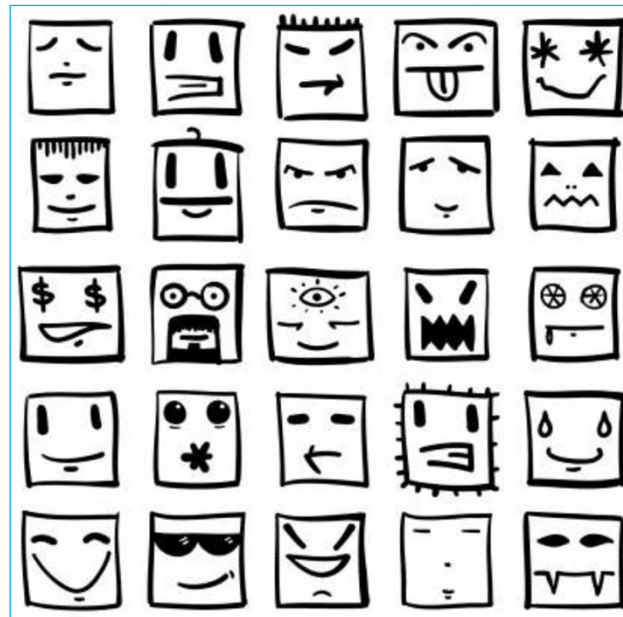
PEOPLE CENTERED APPROACH

The Design Thinking Approach HUMAN, intuitive process Emotional Meaning given preference over Rational Over analysis

PEOPLE CENTERED APPROACH

- Generates Products With Long Lives

- Can Define New Rules Around Your Core

  Competency

- Makes It Difficult For Competitors

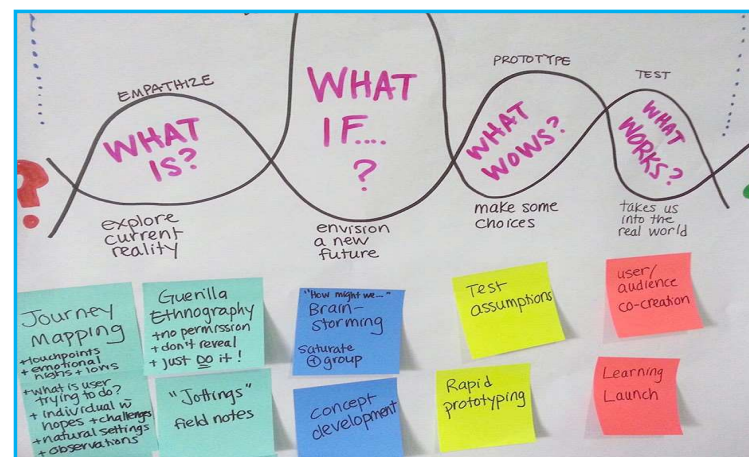- Halo Effect Enhances Value Of Your Other

- Products And Services Builds

4 W'S PROCESS

- **What is?** Exploring the current reality

- **What if?** Envisioning Alternative Futures

- **What wows?** Getting users to help us make some tough choices

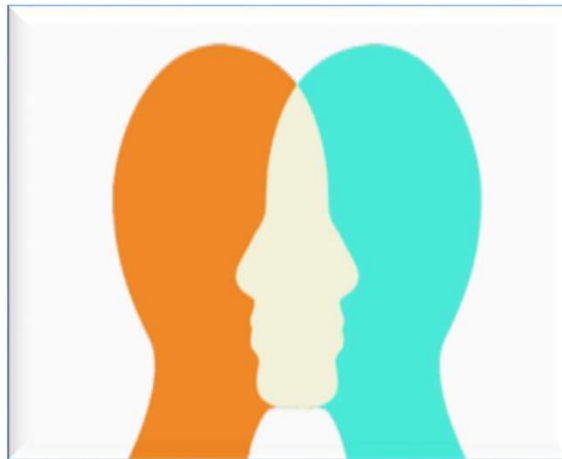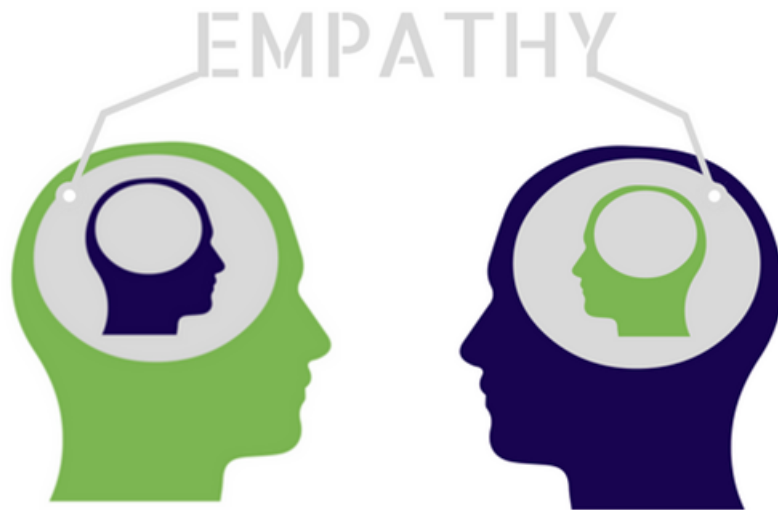- **What works?** Making it work in-market, and as a business

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.

EMPATHY

EMPATHY

MARKET TYPE

- Are you entering an existing market?
- Are you re-segmenting a market?
- Are you creating a new market?

TYPES OF CUSTOMERS

- Decision Maker
- Economic Buyer
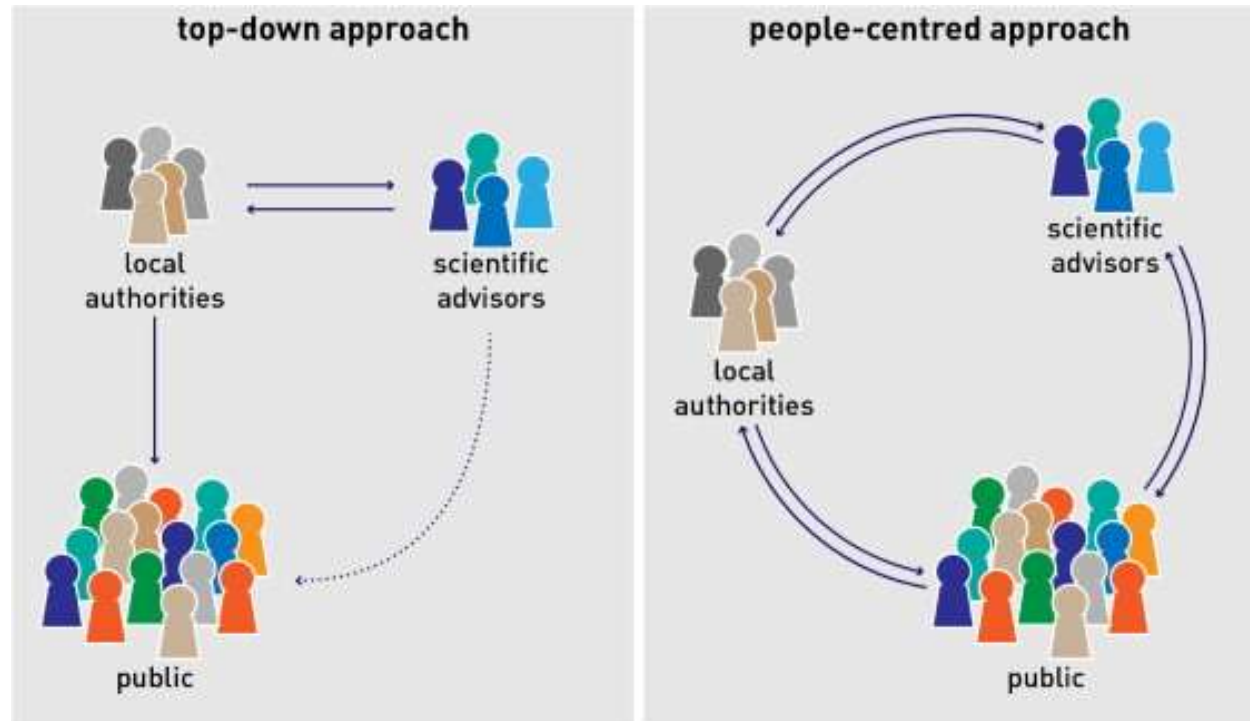- Recommenders
- Influencers
- Users
- Saboteurs

PEOPLE CENTERED APPROACH
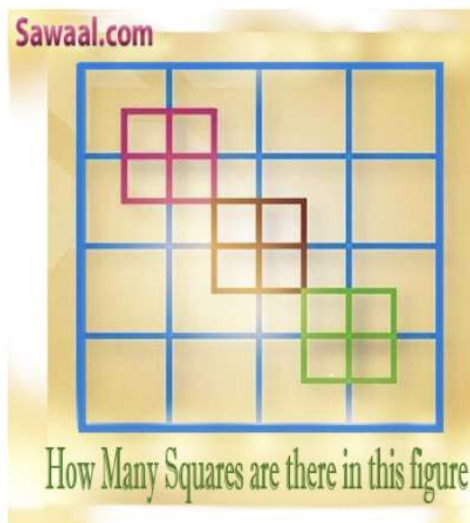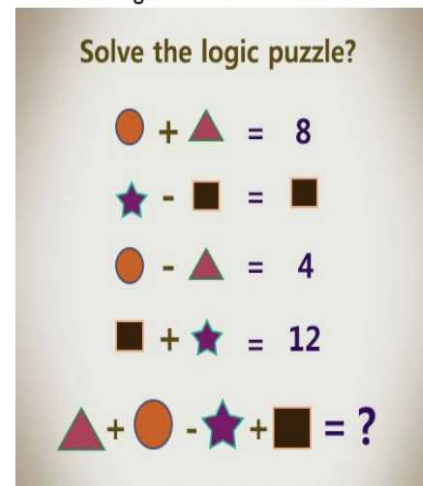
PEOPLE CENTERED APPROACH

Which number should replace the question mark in the below picture?

ASSESSMENT

THANK YOU