

# COFFEE TABLE BOOK

Jagdish Sheth School of Management

Mentored by Explorra

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Design Thinking is a human centered approach to problem solving (big unknowns). This involves 3 components- Business (viability), Technology (feasibility), Human values (usability and desirability). Thalassery restaurant was facing problem with **employee training**, and **communication gap (linguistic barrier) between customer and service staff** which led to bad customer experience and low review (3.5) to restaurant. We provided them with a zero-cost employee training module and a way to integrate local language menu plus online ordering by QR code. To arrive at the solution we went through several stages of design thinking viz. observation, empathy, problem articulation, ideation, prototyping, testing, and finally implementation stages. The organization was satisfied with the work. I learned to draw User centric design, problem solving, empathy driven solutions, continuous improvement.

Mindset of succesful design thinker: Curiosity, Creativity, Collaboration, Iterative approach, Resilient.

