UNIT -1Design thinking & Innovation, Design Thinking Mindset and Principles, recap of 5-Step Process of Design

Thinking, Design Approaches, additional in-depth examples of each design approaches. Simon Sinek’s – Start with

Why, The Golden Circle , Asking the “Why” behind each example (an in-class activity of asking 5-WHYS) , The

Higher Purpose, in-class activity for LDO & sharing insights

Visualization and it’s importance in design thinking , reflections on wheel of life (in-class activity for visualization

& Wheel of Life), Linking it with Balancing Priorities (in class activity), DBS Singapore and Bank of Americas’

Keep the Change Campaign. Litter of Light & Arvind Eye Care Examples, understanding practical application of

design thinking tools and concepts, case study on McDonald’s Milkshake / Amazon India’s Rural Ecommerce &

Gillette

Working on 1-hour Design problem, Applying RCA and Brainstorm on innovative solutions.

Main project allocation and expectations from the project. Unit-II Refine and narrow down to the best idea, 10-100-1000gm, QBL, Design Tools for Convergence – SWOT Analysis

for 1000gm discussion. In-class activity for 10-100-1000gm & QBL

Prototyping (Convergence): Prototyping mindset, tools for prototyping – Sketching, paper models, pseudo-codes,

physical mockups, Interaction flows, storyboards, acting/role-playing etc, importance of garnering user feedback

for revisiting Brainstormed ideas.

Napkin Pitch .These are the topics of the First Sessional Examination for DT-II ACSE 0503 .