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# **DESIGN THINKING: TEN TOOLS**

# 1. VISUALIZATION

Visualization is a process of mentally constructing, shaping and understanding information and the ability to externally communicate it.

1. Listening
2. Thinking
3. Drawing

## 2. CUSTOMER JOURNEY MAP

- What is a customer journey?

It is a journey with respect to some goal.

- What is a journey map?

It is a visual depiction of steps.

# Importance of Journey Map

1. Safeguards a brand's promise
2. Narrows down customer base
3. Prioritises the customer's needs
4. Improves company communication

# Steps to design a customer journey map

1. Set a clear objective.
2. Define your personas and highlight target customers.
3. Define stages and identify goals for each.
4. List out touchpoints.
5. Gather data and customer feedback.
6. Determine the pain points and points of friction.
7. Identify areas of improvement.

# 3. VALUE CHAIN ANALYSIS

- What is value chain analysis?

In value chain analysis, various business activities and processes are involved in creating a product (or) performing a service.

- What are primary and secondary activities?

Primary activities directly go into the product creation, while secondary activities help primary activities become more efficient.

# Steps in Value Chain Analysis

1. Activity Analysis
2. Value Analysis
3. Evaluation and Planning

## 4. MIND MAPPING

- Mapping is a designing tool that majorly captures a designer's viewpoint



# Steps to draw a mind-map

1. Choose the central keyword.
2. Write components related to the central keyword.
3. Break the components into sub-components.
4. Collect all data.

# Tips for drawing mind-maps

1. Don't make it too neat.
2. Bring multiple maps onto the same canvas.
3. Indicate hierarchy on the map.
4. Brain dump, then refine.

# DESIGN CRITERIA

- What are design criteria?

Design criteria are the explicit goals that a project must achieve in order to be successful.

- What are the types of design criteria?

Primary criteria – essential criteria without which product cannot be successful. Secondary criteria – desirable criteria, but not essential.

# Steps to build design criteria

1. Identify the purpose of the project.
2. Identify the design requirements.
3. Identify the project's special needs.
4. Outline the specific requirements the project must meet.
5. Create a timeline for the project.
6. Identify any special area that may be associated with the project.
7. Define the criteria that will be used to assess the success of the project.

# SMART framework

S – Smart

M – Measurable

A – Actionable

R – Realistic

T – Timebound

# 5. BRAINSTORMING

- Brainstorming is a method design teams use to generate ideas to solve clearly defined design problems

# 8 rules of brainstorming

1. Set a time limit.
2. Start with a problem statement, and stay focussed on the topic.
3. Defer judgement (or) criticism, including non-verbal ones.
4. Encourage weird and wacky ideas.
5. Aim for quantity.
6. Build on each other's ideas (1+1=3).
7. Be visual.
8. One conversation at a time.

# 6. CONCEPT DEVELOPMENT

- Concept Development is a structured way to develop an idea.



# Concept Development Process

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| <ol style="list-style-type: none"><li>1. Identify customer needs.</li><li>2. Establish target specifications.</li><li>3. Generate product concepts.</li><li>4. Select product concepts.</li><li>5. Test product concepts.</li></ol> | <ol style="list-style-type: none"><li>6. Set final specifications.</li><li>7. Project planning.</li><li>8. Economic analysis.</li><li>9. Benchmarking of competitive products.</li><li>10. Modelling and prototyping.</li></ol> |
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# NAPKIN PITCH

- The napkin pitch is a simple format for communicating a new idea as well as the business case to support its adoption.

# Napkin Pitch Process

1. Overview
  - i. Set-up.
  - ii. The big idea.
  - iii. User desirability.
  - iv. Technical feasibility.
  - v. Business viability.
2. Direct the participants to their respective rooms for the napkin pitch activity.
3. Whole group discussions.

# 7. ASSUMPTION TESTING

- What is assumption testing?

Assumption testing of your chosen analysis allows you to determine if you can correctly draw conclusions from the results of your analysis.

- What are the biases in assumption testing?

Confirmation Bias and Commitment Bias

# Steps in Assumption Testing

1. Identify Assumptions.
  - i. Desirability
  - ii. Viability
  - iii. Feasibility
  - iv. Usability
2. Map Assumptions.
3. Test Assumptions.

# 8. RAPID PROTOTYPING

- What is rapid prototyping?

It is a process of quickly creating the future state of a product.

- What are the two categories of rapid prototyping techniques?

Low Fidelity Techniques – minimal interaction. High Fidelity Techniques – highly functional and interactive.

# RAPID PROTOTYPING TECHNIQUES

## Low Fidelity Techniques

1. Pen and Paper
2. Feedback Forms and Surveys
3. Initial Concept Validation

## High Fidelity Techniques

1. Digital Prototypes and User-Interviews
2. Bread-boarding
3. Patchwork Prototyping

# 9. CUSTOMER CO-CREATION

- Co-creation is the practice of collaborating with other stakeholders to guide the design process.



# What to focus on?

1. Expectations
2. Assumptions
3. Beliefs
4. What went wrong before?
5. The project's magnitude

# The right people in the room

1. Facilitators
2. Doers
3. Makers
4. Experts
5. Decision Maker

# User-Centric Design

1. Empathy
2. Reframing
3. Prototyping

# Steps for Co-Creation

1. Decision Phase
2. Mapping
3. Analysis
4. Involvement
5. Engagement

# 10. LEARNING LAUNCH

- A learning launch is a carefully designed experiment or prototype designed to test the key underlying value-generating assumptions of a potential new-growth initiative.

# Successful Learning Launch

1. Tight boundaries
2. Test assumptions
3. Know what you need to do
4. The team is everything
5. Be, think and do agile
6. Real works
7. What's next

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| <b>THANK YOU !</b>  |  |  |
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