II unit

1.Visualization:

a. Refer provided text book

b. https://www.linkedin.com/pulse/importance-visualisation-design-thinking-rizan-rizvi/

2.Customer Journey mapping

a. <https://careerfoundry.com/en/blog/ux-design/what-is-a-customer-journey-map/>

b. <https://careerfoundry.com/en/blog/ux-design/how-to-make-customer-journey-map-with-template/>

c. . Refer the text book also

3.Value Chain Analysis

a. <https://www.mindtools.com/ad6evo1/value-chain-analysis>

b. <https://www.iedunote.com/value-chain-analysis>

c. <https://online.hbs.edu/blog/post/what-is-value-chain-analysis>

4.Mind Mapping

a. <https://www.toptal.com/designers/digital-product-design/what-is-a-mind-map>

b. [https://www.simplilearn.com/mind-mapping-in-design-thinking- article#what\_is\_mind\_mapping\_in\_design\_thinking\_process](https://www.simplilearn.com/mind-mapping-in-design-thinking-%20article#what_is_mind_mapping_in_design_thinking_process)

c. <https://www.designorate.com/how-to-use-mind-mapping/>