

B. M. S. COLLEGE OF ENGINEERING
PB 1908, Bull Temple Road, Bengaluru – 560 019



**Role of Consumer behavior in
Design Thinking Process**

Consumer Behavior

**Alternate Assessment
by**

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Under Guidance of

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BMS College of Engineering, Bangalore

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Certificate

**Role of Consumer behavior in
design thinking process**

is a bonafide work carried out by

Hemant S
Pramila Dalavai
Sanjana M

Abstract

Design thinking begins with reclassifying the job consumers play in our product strategy. To foster a consumer driven plan reasoning, organizations should change their way to deal with further develop cooperation with architects and promoting groups. Google the expression "plan thinking" and you'll get around 1.5 billion results. This is probably the most revised term in today's business as a company and marketers hope to put the consumer at the focal point of their product and CX plan. In addition, everything is taken into account.

But then, just a little level of organizations today have executed plan thinking definitively – utilizing consumer input to shape current and future product development.

There are a bunch of normal difficulties or holes that sway an organization's capacity to take on a consumer-driven or consumer-driven plan theory. Above all else, organizations are regularly more fixated on their own products and development pipeline than they are with addressing the particular requirements of their objective consumers.

Another normal hole is the distinction between the product configuration, designing, deals, and advertising groups, or an absence of a shared vision for how consumer experiences and design thinking will be enforced.

Considering that outline, our project includes a few vital regions for brands to look into the

in partial fulfillment for the award of Bachelor of Engineering in Mechanical Engineering of the Visvesvaraya Technological University, Belgaum, during the year 2021– 22. It is certified that all corrections / suggestions indicated for internal assessment have been incorporated in the report deposited in the departmental library. The Alternate assessment has been approved as it satisfies the academic requirements in respect of **Consumer Behavior()** prescribed for the said degree.

Signature of Guide
(Prof. Madhav Murthy)

Signature of HOD
(Dr. Rudra Naik)

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Declaration

We hereby declare that the project work entitled Role of Consumer behavior in design thinking process has been independently carried out by us at the Department of Mechanical Engineering, under the guidance of Guide Name, Designation, Department of Mechanical Engineering, B. M. S. College of Engineering, Bengaluru, in partial fulfillment of the requirements of the degree of Bachelor of Engineering in Mechanical Engineering of Visvesvaraya Technological University, Belagavi.

We further declare that we have not submitted this report either in part or in full to any other university for the award of any degree.

Hemant S
Pramila Dalavai
Sanjana M

Place: Bengaluru

Date: 14/05/2021

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Consumer Behavior

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