

Activity:

Applying Design Thinking

Instructions:

1. You will complete this activity in your PV groups.
2. Now that you have understood what Design Thinking is, you will apply its principles to flesh out the problem that you identified in the previous session.
3. Keep handy the handout, **Identify a Problem worth Solving** that you filled earlier so that you can refer to it as and when needed.
4. Next, answer the questions given below keeping in mind the problem worth solving that you identified in the previous session.
5. You have **40 minutes** to fill up this questionnaire.
6. You need to submit this assignment as PDF on LearnWise.
7. In case you have any questions, get in touch with your facilitator.

Use the following questions to record your observations:

1. Where did you observe the customers?

There was a satya narayan pooja organized in my uncle's house. I had also visited there to attend that function, there I saw the problems faced by him while he was arranging things for pooja.

2. Were the customers in the setting where they usually face this problem when you observed them?

Yeah many times people faces this problem specially if someone is new in the city he had to go temples in search of priest & there also don't have any idea about how much they actually charge for a specific ritual & then he had to go to market to collect things which are required during the ritual.

3. Did you talk to the customers?

After my own observation I directly approached my costomer (in my case he was my uncle) to get the clarity of this problem & I also discuss this issues with some of my friends who were living in big cities to get a wider view about this situation.

4. What did you observe?

My uncle is an officer in defence department so he had to traveled a lot & quite frequent he get transferred to some other place & when he organises the satya narayan pooja he was quite new in Jabalpur so he don't have much contacts over there so much he had to travel to several temples in search of pandit and in one case he found a pandit who was ready to perform the pooja in quite a reasonable rate but he was not available on that particular day so he had to travel to another temple in search of pandit & after that he had go to stores to buy the worship supplies which were needed during that ritual

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5. Is there any other job that the customer would want to get done?

In india pilgrimage prasad is considered the holiest thing and it's not possible for every one to visit holy sites every year . so if we can make available them the prasad at their door step it would be quite helpful for them.

6. Is there any other job that your product/service can do for the customer?

Yes i can make website and mobile app where people can search for priest available in their city & i also provides them the option of home delivery for worship supply which would save their time & also in my app people can compare the prices of ritual performance by different pandit so they can select one which fits perfectly to their budget.

7. Do you think you can solve any of the customers' problems?

Yes I had already found a solution for this problem & I think it would definitely help people to get their job done and would also help the priest to increase their revenue.

Going back to Jason's case that we covered earlier, let us see how Design Thinking would influence his observation. The same set of questions have been used.

1. Where did you observe the customer?

Jason observed the customers in their neighborhoods when they came out of their houses to take short walks or to chit-chat with their friends.

2. Were the customers in the setting where they usually face this problem when you observed them?

Yes, many of the customers were near the bus stops waiting for buses and expressed their anxiety and discomfort in boarding these buses. They expressed how anxious they felt when they were forced to avail these buses due to some pressing need which required them to go to other parts of the city. They also expressed their frustration with the current facilities that were available to senior citizens such as them.

3. Did you talk to the customers?

Jason spoke to the customers directly to gather first-hand knowledge of the problems faced by them, so that he could come up with solutions to address these problems.