

DCOE Design Academy // 2 Day Bootcamp

DESIGN THINKING
innovation
Mindfulness

// BOOTCAMP AGENDA

● DAY 1

Introduction to the Design Thinking Process

Group Design Exercise

Understanding Design led Innovation

● DAY 2

Techniques for Brainstorming & Prototyping

Group Design Exercise

Presentation of design solutions
And feedback session

What is *Innovation* ?

Innovation is a
significant
positive change.

it's a **result**

it's an **outcome**

it's something you **work towards**
achieving on a project.

Great innovation requires a
combination of ***empathy, creativity,***
and ***openness to experience***

Lets look at some of the examples that people call Innovation



Hyperloop Space X-
Elon Musk - future of
intercity travel



Gatorade : From
Sports Drinks to
Sports Monitoring
Fitness Innovation :



Netflix switched from
its old business model
of posting rental DVDs
to customers to
streaming on-demand
video



Shell Scenario Planning : From the oil crisis of the
1970s to the financial crash of 2008, they have helped
us make crucial choices in uncertain times and
tackle tough energy and environmental issues.

Shell Scenarios ask “**what if?**” questions
encouraging leaders to consider events that may
only be remote possibilities, and stretch their
thinking.

Where are we at
Socgen ?

The act of creating something, even if it solves a problem, should perhaps still not be considered an innovation **until it is adopted by other people**

Until then, it's just an invention with the potential to be an innovation.

If you are an engineer, a designer or a start-up founder, inventing things is simply your job.

What is *Design Thinking ?*

Design Thinking is an ***iterative***,
collaborative process/ ideology which
helps us ***solve*** complex problems in a
user-centric way.

.....

E M P A T H Y

E X P E R I M E N T

C O L L A B O R A T E

Design Thinking helps

Businesses focus on
customer needs.

Solve '**Wicked**' problems

Design Thinking
process is largely
divided into four key
steps

Discover

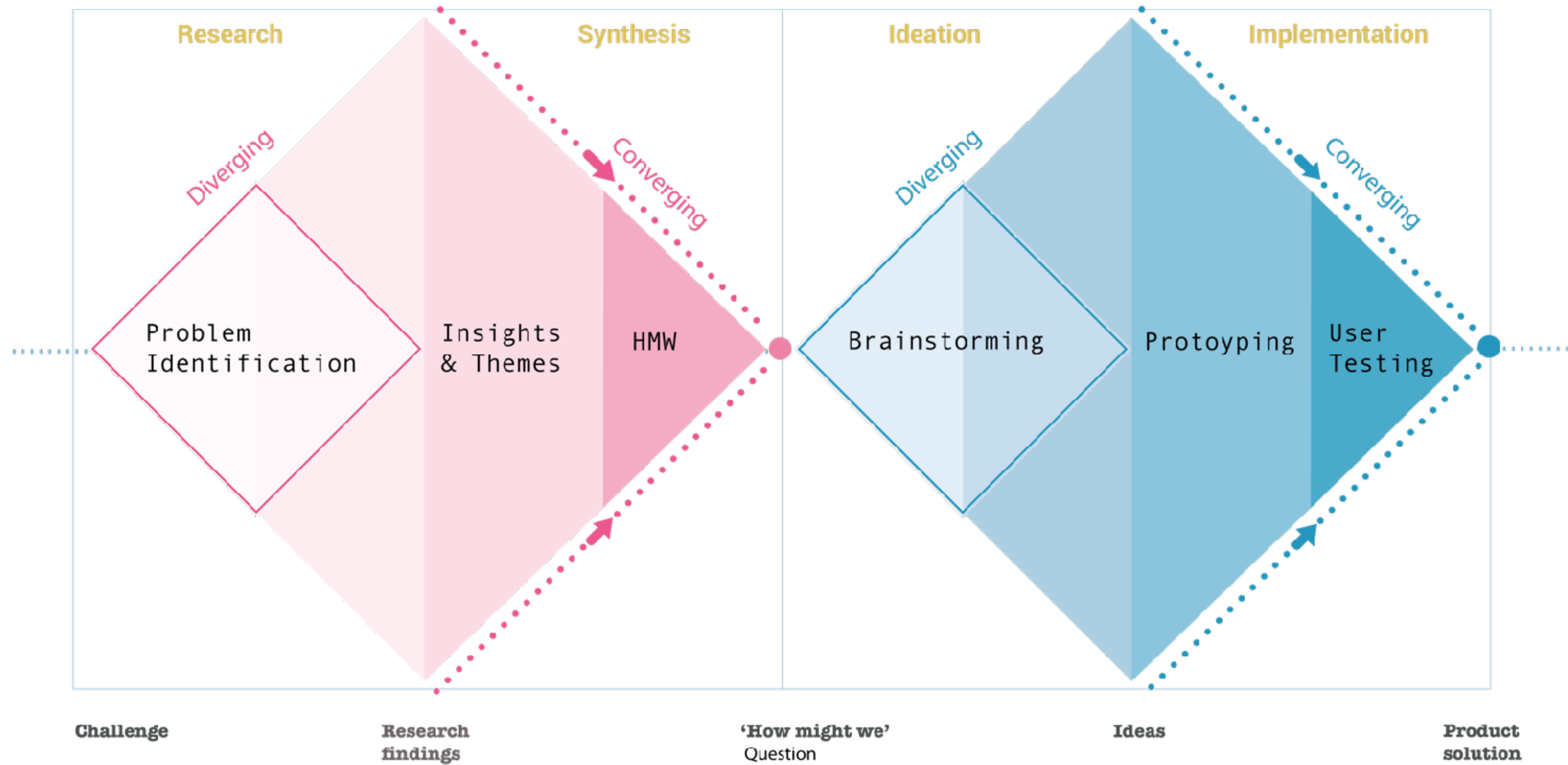
Define

Ideate & Prototype

Test & Iterate

Designing the **Right things**

Designing **Things right**



Group Activity!

1 // Discover

Empathising with users and understanding their *needs, pains and gains*.

Mapping out the *as-is scenarios*.

Thinking *divergent* and out of the box.

Qualitative Research

Stakeholder Interviews

Shadowing

Journaling

Ethnographic Research

Quantitative Research

Survey

Market Analysis

Customer Feedback

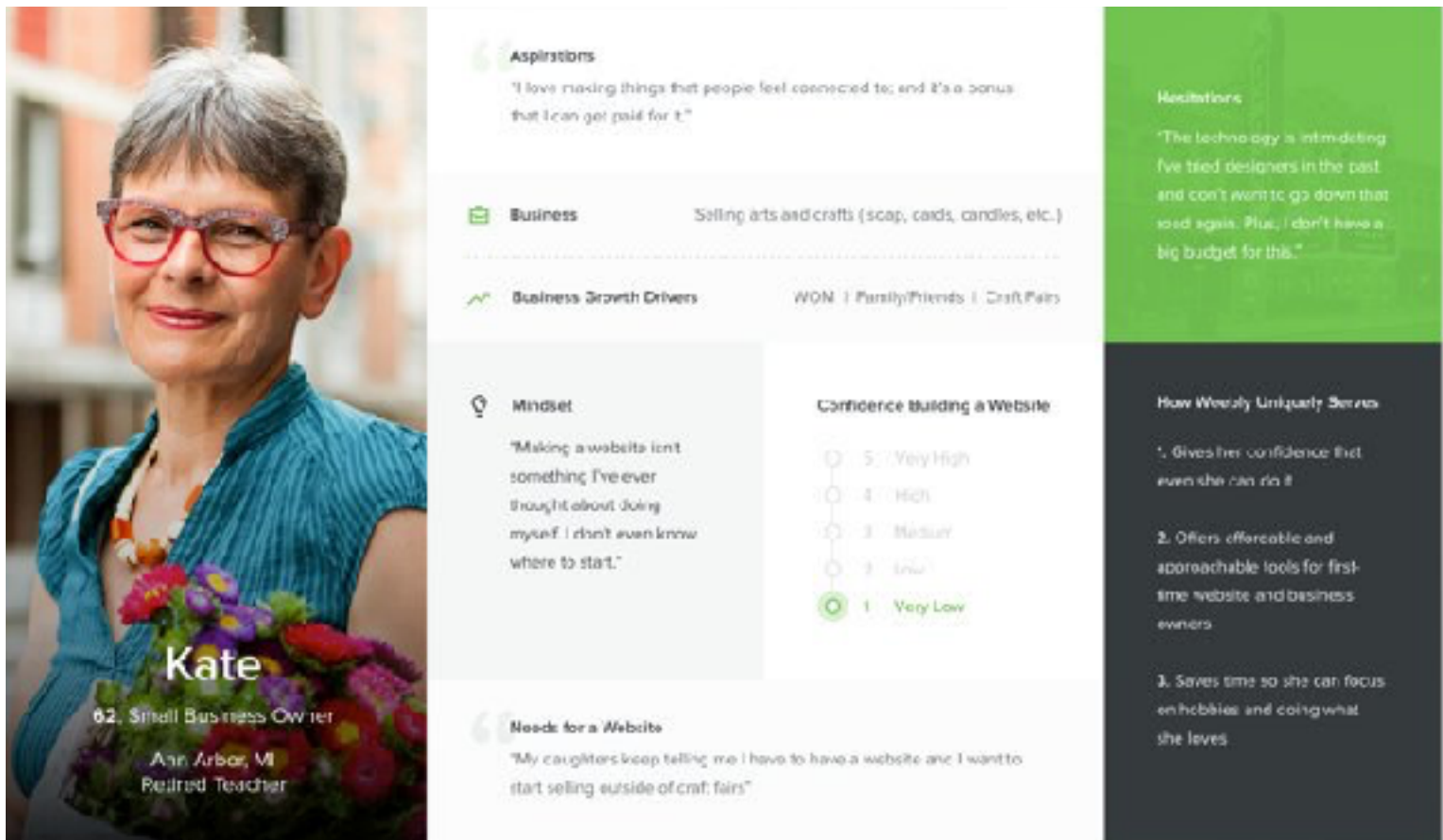
2 // Define

Synthesising the findings from the discover stage to ***define the problem statement/ HOW MIGHT WE.***

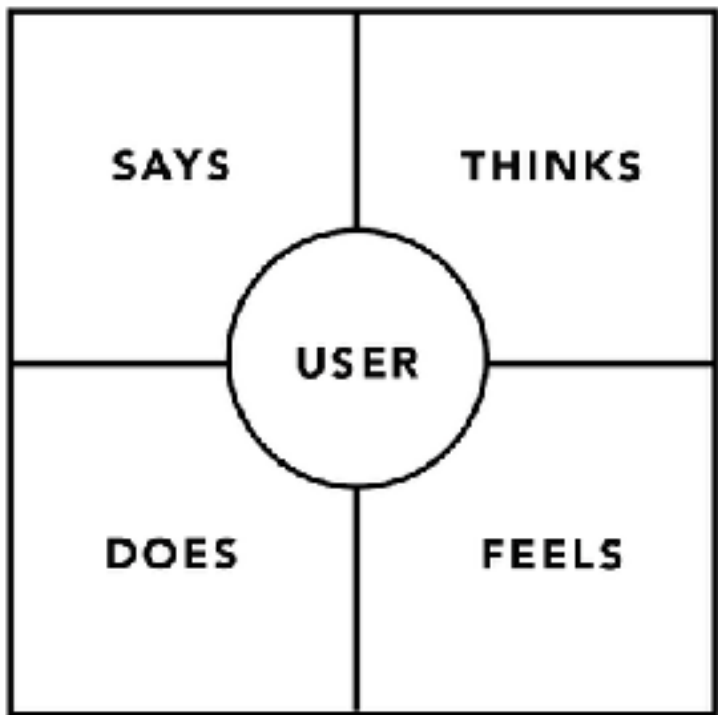
Identifying the ***constraints, barriers and patterns.***

- Make sense of Findings
- Define Insights
- Identifying opportunity areas
- Defining the Problem Statement

Personas



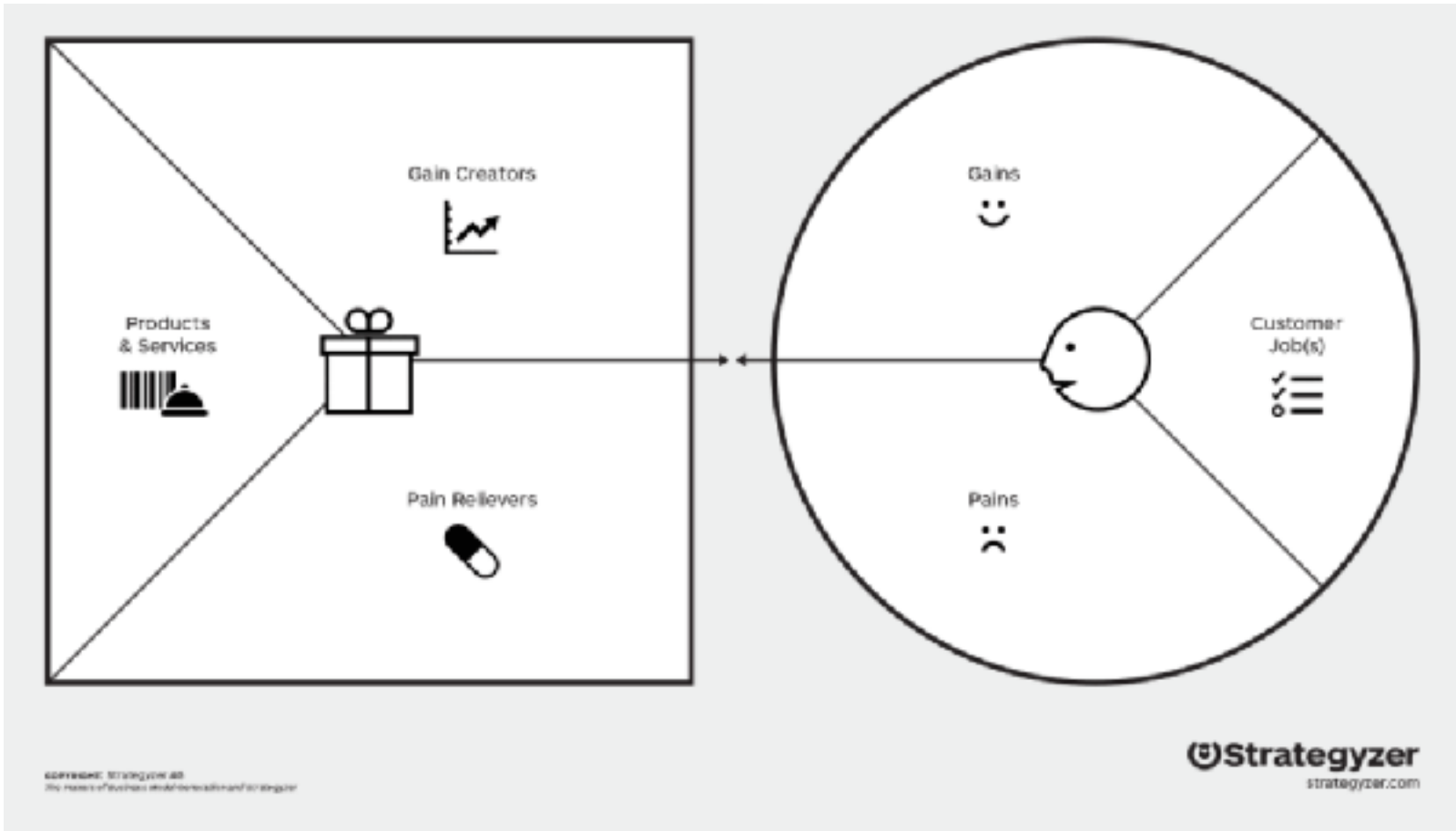
Empathy Map



Journey Maps



Value Proposition Canvas



3 // Ideate & Prototype

Building to think and *learning* through *making* things.

Prototyping helps you *innovate faster*, test your hypothesis and *deliver value* to the users.

Ideate

Generate ideas through Brainstorming.
Focus on quantity rather than quality of the ideas. Think expansively and without constraints.

Prototype

Translate your ideas into quick and dirty Prototypes.

- Storyboarding
- Role Play
- Paper Prototypes

4 // Test & Iterate

Testing the prototypes with users to ***validate the findings***, understand how ***users interact with the prototype*** and accordingly ***iterate*** on the solution