



DESIGN THINKING

Team Members

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Introduction

What is design thinking?

BASIC STEPS



Empathize
Understanding
people



Define
Figuring out
the problem



Test
Refining
the product



Ideate
Generating
your ideas



Prototype
Creation and
experimentation



1. Empathize



“Knowing the user we are designing for”

(What's their need, goal, expectations, etc)

- User interview
- Observe
- Interact

Example:



Problem statement:

"Employees of Tarento technologies are working from home due to the pandemic. Since each employee is focused on his/her work, switching on and switching off the home appliances frequently make interruptions in his/her work. The employees want to control home appliances conveniently."



Knowns

- The home appliances that must be automated.
- User's voice must be identified as unique voice.

Unknowns

- The nature of environment in which the app is operated by the user.
- Style of speech - tone, slang, accent

Why?

- Why automate these appliances?
- Why mobile application?

2. DEFINE

Finding a definition of problem statement

Design strategy statement

What's it?

Who's for?

What it will it do?



Our design strategy statement:

" A mobile application that takes the voice commands from a unique user to control home appliances "

3. IDEATE



Ideation is a creative process where designers generate ideas in sessions like brainstorm, sketches, co-operation workshops etc.

- Quantity not quality
- Novelty over relevance
- Every voice at the table



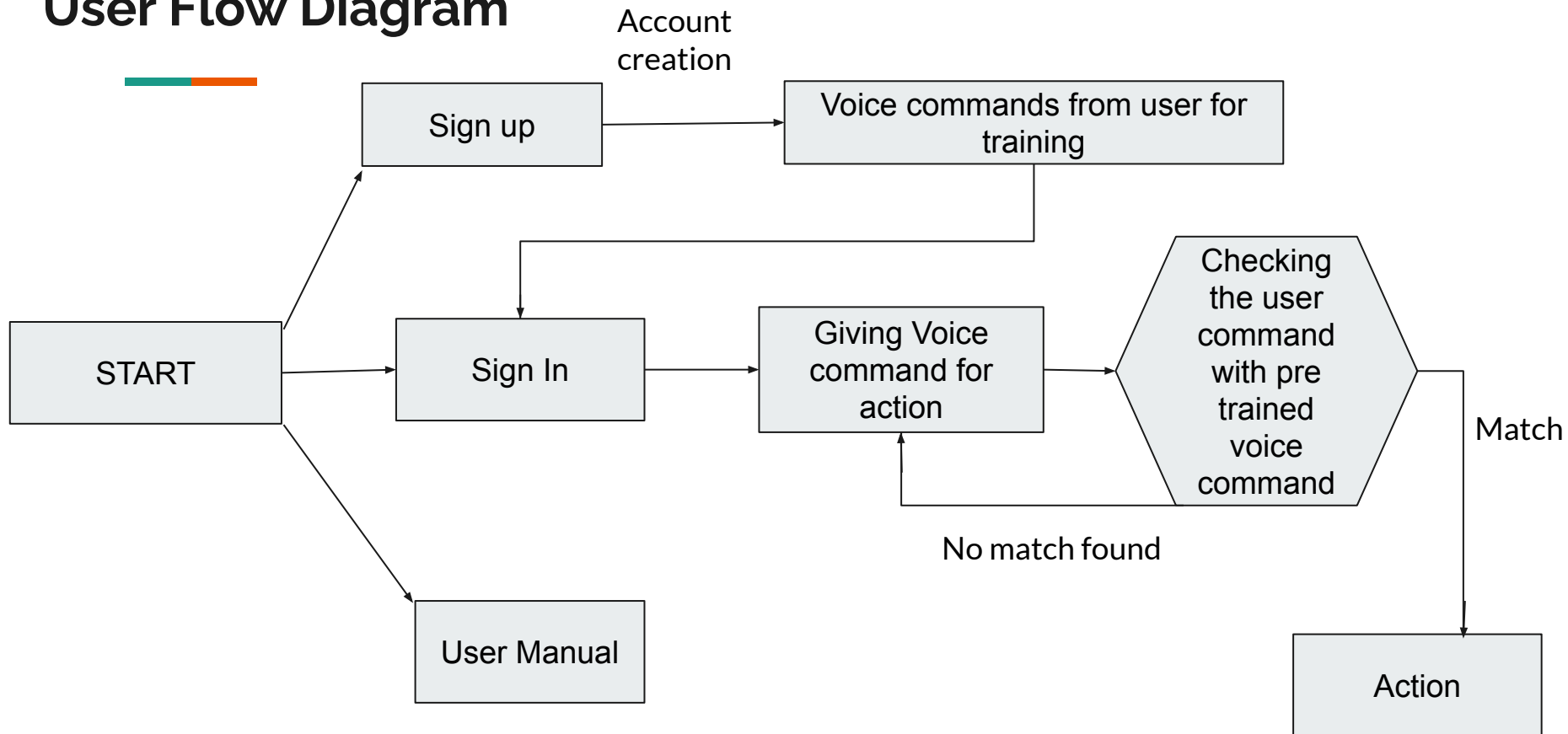
Assumptions

- The user is able to speak
- Good network and power resources
- The user has basic knowledge on technology to use the mobile application
- The user has a working mobile phone

Constraints

- Communication because everyone is working remotely

User Flow Diagram



4.PROTOTYPE



- This is an experimental phase in design thinking. The aim is to identify the best possible solution for each problem found.
- Turning these ideas into simple testable prototypes



5.TEST

- Test the prototype to get user's feedback
- These users are selected based on what you learned in Empathize phase
- Get the feedback from them in real-time
- Improvements can be made
- The normal environment in which your users would use the prototype



Possible feedbacks from the users after *test phase*

- Languages supported by the app
- Testing in a noisy environment
- Mispronunciation and ambiguity
- Time required for voice recognition



KEY TAKEAWAYS

1. Customer centric
2. Find the right problems
3. Keep the user in mind at every step in the design process
4. There is no one right solution
5. Get started
6. Design is not a linear process



THANK YOU!