

# SNS DESIGN THINKING PLAYBOOK

Designed for: Grade 1 to 5 Heroes



# Welcome

Hello! We are going on a fun adventure to find amazing ideas! A Design Hero is someone who helps others by solving problems. Your Mission: We will use 5 Super-Steps to make the world better!



## Empathize &

## Define

Listen & Look!

Find out how  
people feel.

Name the Problem!

What is the real  
problem?



## Ideate

Think BIG! Draw all  
your crazy ideas.



## Prototype

Build & Draw! Make  
your best idea.



## Evaluate

Show & Ask!  
Does your idea  
work?



# Our Big Challenge



## User's Problem

Write your problem statement in the space provided below.



Write who (user) is having the problem and clearly explain what problem target user faces, when it happens, and why it is difficult for them.

This will help

Because





## Empathize & Define

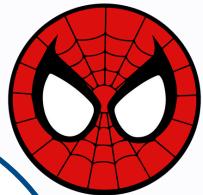


# What is it?

We are like detectives! We watch and listen to understand how people feel and what they need.



Define the problem in a story: Explain who is facing the problem, what is happening to them, when it happens, and how it affects their life. This makes the problem easy to understand.



Explain who is facing the problem

What is happening to them?

When it happens?

Where it happens?

How it affects?

Why was it a problem?





Empathize & Define

My user picture

## Activity 1: Find a User



What is the user name?

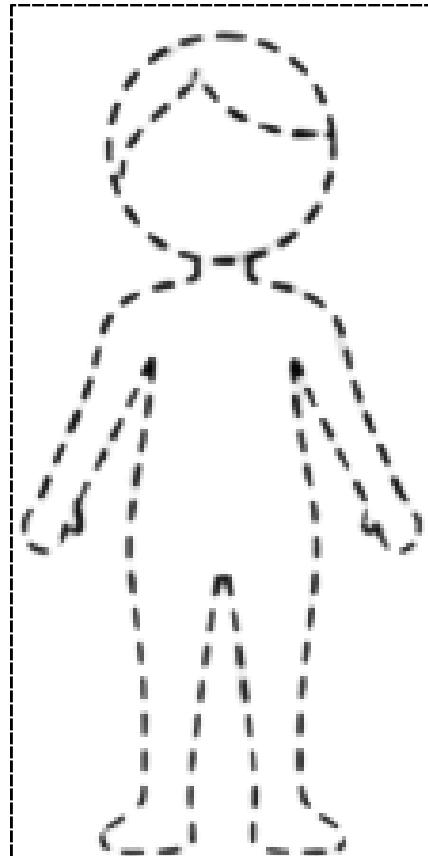
What problem do they have?

How do they feel?

How old is the user?

When does it happen?

What do they wish?



Colour the above picture according to your user wish





## Empathize & Define



# How Do They Feel?

In this space, draw or write up to 3 sad & happy moments that show how the user feels

😢 Sad Space (User's Problems)

😊 Happy Space (Solutions to the Problems)





## Empathize & Define



# My Product Will Help!

This page will help students write down the problems faced by the user.



Forming the problems to solve

Which problem am I solving for?

Which problem am I solving for?

Which problem am I solving for?





## Ideate

Think Big!!

Rule: Write/ Draw fast  
and don't stop!



# It's Brainstorming Time!

We draw ALL the wild, silly, and wonderful ideas we can think of. No idea is too crazy!



## Crazy 6 Ideas:

Draw/ Write 6 fast ideas for your solution! Done!! Don't worry if they are messy



Idea 1

Idea 2

Idea 3

Idea 4

Idea 5

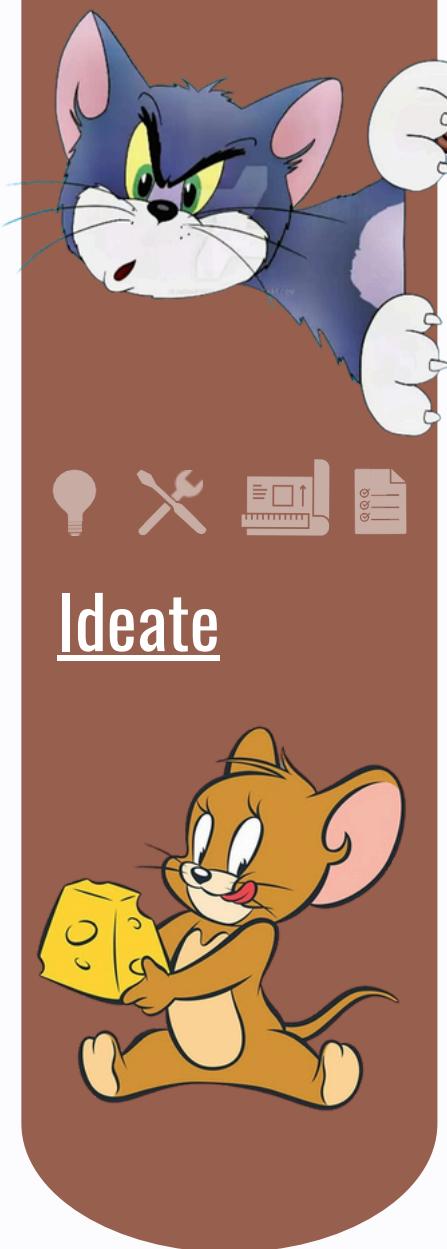
Idea 6



# Validating the Ideas

Now it's time to look at each idea or solution one by one. This will help you find the best solution — the one that is easy to use, helpful for the user, and something that more people will want to buy. Write down your solutions and choose the one that works the best.

Ideas	Score your Idea out of 10	Does it solve the problem well (Yes/No)
Idea 1-		
Idea 2-		
Idea 3-		
Idea 4-		
Idea 5-		
Idea 6-		



Ideate



# My Best Idea:

Look at 6 ideas. Which one will be the best? Which one will help the user most?

Write/ Draw your best idea BIG here



Ideate

The super IDEA is called (give it a fun name!): \_\_\_\_\_

## INDIAN UNICORN STARTUPS

SNS  
www.singhgroup.com



## 7+7 INNOVATION STACK

### 7 Innovation Technologies

- |                                     |                                 |                                      |                                    |                                |   |  |
|-------------------------------------|---------------------------------|--------------------------------------|------------------------------------|--------------------------------|---|--|
| <b>1</b><br>Robotics and Automation | <b>2</b><br>AR / VR / Metaverse | <b>3</b><br>Gaming and Digital Twins | <b>4</b><br>Data Science / AI / ML | <b>5</b><br>Internet of Things | <b>6</b><br>Communication and Growth Tech | <b>7</b><br>Additive Manufacturing (3D Printing) |
|-------------------------------------|---------------------------------|--------------------------------------|------------------------------------|--------------------------------|---|--|

### 7 Innovation Industry Verticals

- |  |                         |   |                                   |                        |   |                            |
|--|-------------------------|---|-----------------------------------|------------------------|---|----------------------------|
| <b>1</b><br>Smart City / Manufacturing | <b>2</b><br>Health Care | <b>3</b><br>Agriculture and Food Technology | <b>4</b><br>Aerospace and Defence | <b>5</b><br>Automobile | <b>6</b><br>Retail (FMCG), Real Estate, Entertainment | <b>7</b><br>Power / Energy |
|--|-------------------------|---|-----------------------------------|------------------------|---|----------------------------|

**Build an Entrepreneurial Mindset  
while Redesigning Common Minds and Common Business towards Excellence.**

- Nalin SNS



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only for SNS Students.