

Design Processes & Perspectives

ASSIGNMENT_02

Group-6
Team
KKITE

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Agenda

- Reasoning Method -1 (Deductive)
- Reasoning Method -2 (Inductive)
- Process Innovation
- Functional Innovation
- Emotional Innovation
- Sweet Spot Innovation

Deductive Reasoning

Derivation of a **conclusion** by reasoning.

In deductive reasoning there is a **major premise** followed by a **minor premise** which together leads to the **conclusion**.



Deductive Reasoning

Pencil Sharpener

Major premise: A blade can sharpen a pencil

Minor premise: A sharpener has a blade

Conclusion: A sharpener can sharpen a pencil

SUCCESS!!!



Headphones

Major premise: Speakers are used to generate sound

Minor premise: Headphones are also a type of speaker

Conclusion: Headphones produce sound

SUCCESS!!!

Deductive Reasoning

Inductive Reasoning

Induction is a method of reasoning involving an element of probability.

"inference of a generalized conclusion from particular instances."



Ball Pen

Specific Observation: Blue Pen A is a ball pen

Pattern: All blue pens that I have used are ball pen

Conclusion: All the blue pens are ball pen

FAILURE!!!

Inductive Reasoning



Google

Specific Observation: The google app's
has 4 colors

Pattern: Gmail and google map
app's logo also have 4 colors

Conclusion: All of google's app's logo
have 4 colors

SUCCESS!!!

Inductive Reasoning

3 Lens Approach

Desirability
Viability
Feasibility

Sweet Spot Innovation

Desirability, Viability, Feasibility

Process Innovation

Desirability, Feasibility

Functional Innovation

Viability, Feasibility

Emotional Innovation

Desirability, Viability

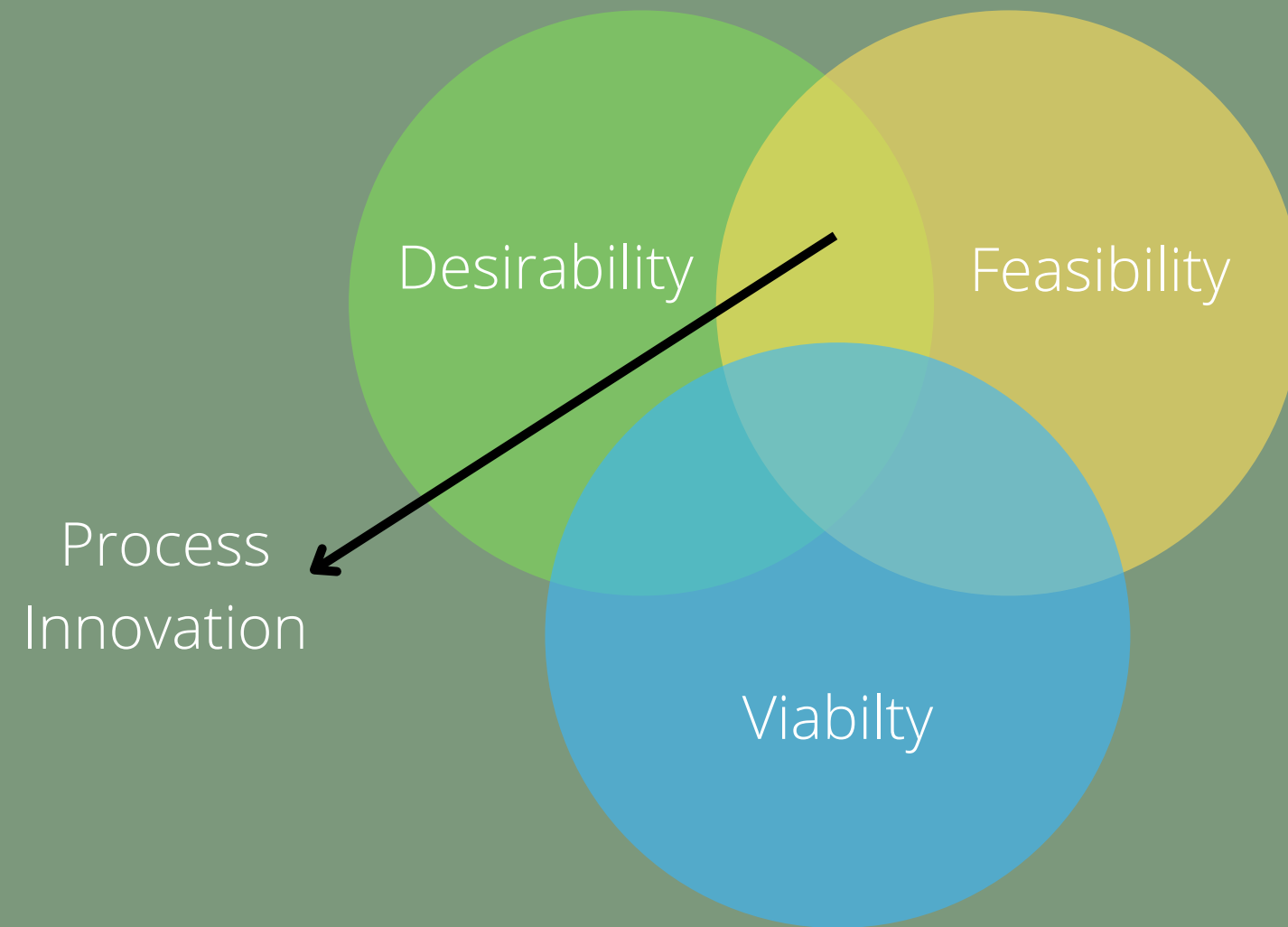
Why the 3 lens approach?

In startup and consulting environments, it's common for one person to take on tasks that would often be assigned to a team of product designers, product managers, user experience designers, researchers and so on.

Despite the wonderful resources available in the wide variety of online design groups for promoting design or prioritising features, actual workflows and processes seem to be shrouded in obscurity.

Hence we require the 3 lens approach.

Process Innovation



A **process innovation** is the implementation of a new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software



Self heating knife

No more waiting for the cold butter to melt. Spread the butter easily with this self-heating butter knife, which uses thermal conductivity to transmit heat from your hand to the blade, softening the butter. This is definitely one kickass appliance to own.

Process
innovation

Feasibility.

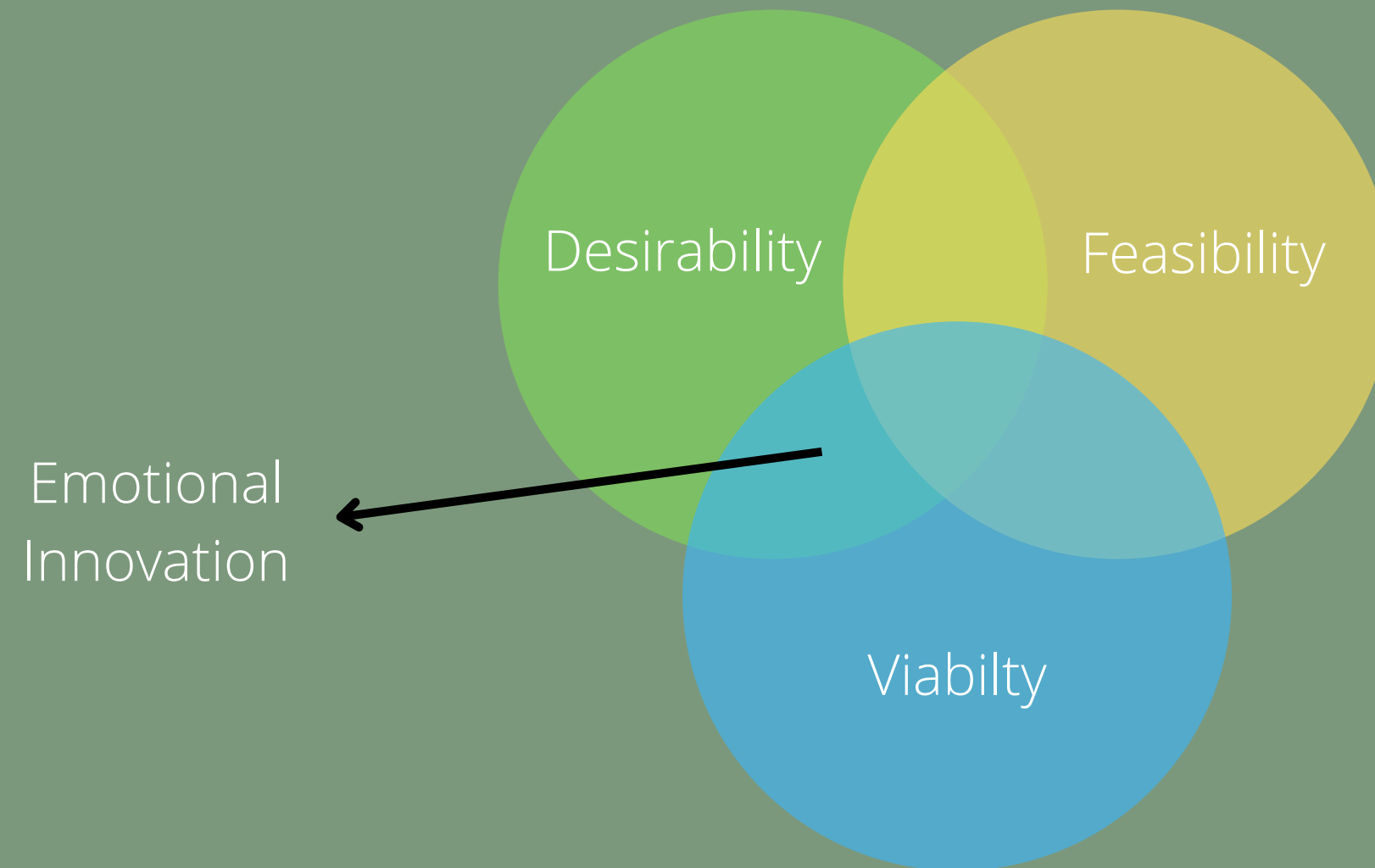
A device like this can be made with the technology available without much trouble and it won't take much time to build. Hence this device is very feasible and easy to use.

Desirability.

A self-heating knife would be a very good and useful thing as very often the butter gets frozen.

It would fit easily into the current world and people's lives as it makes things much easier.

Emotional Innovation



Emotional innovation is the turning of our talents inward toward self-articulation, and toward personal growth. At the centre of emotional innovation is personal artistry. Any one of us can be an artist in the work we do if we approach it creatively.



Thumb hole book page holder

If it's a thick book, it's difficult to keep holding it open for long. This book page holder makes it so convenient to read a paperback book. You don't have to tire your hand while holding and turning the pages. Simply wear this on your thumb and hold the pages open.

Emotional
Innovation

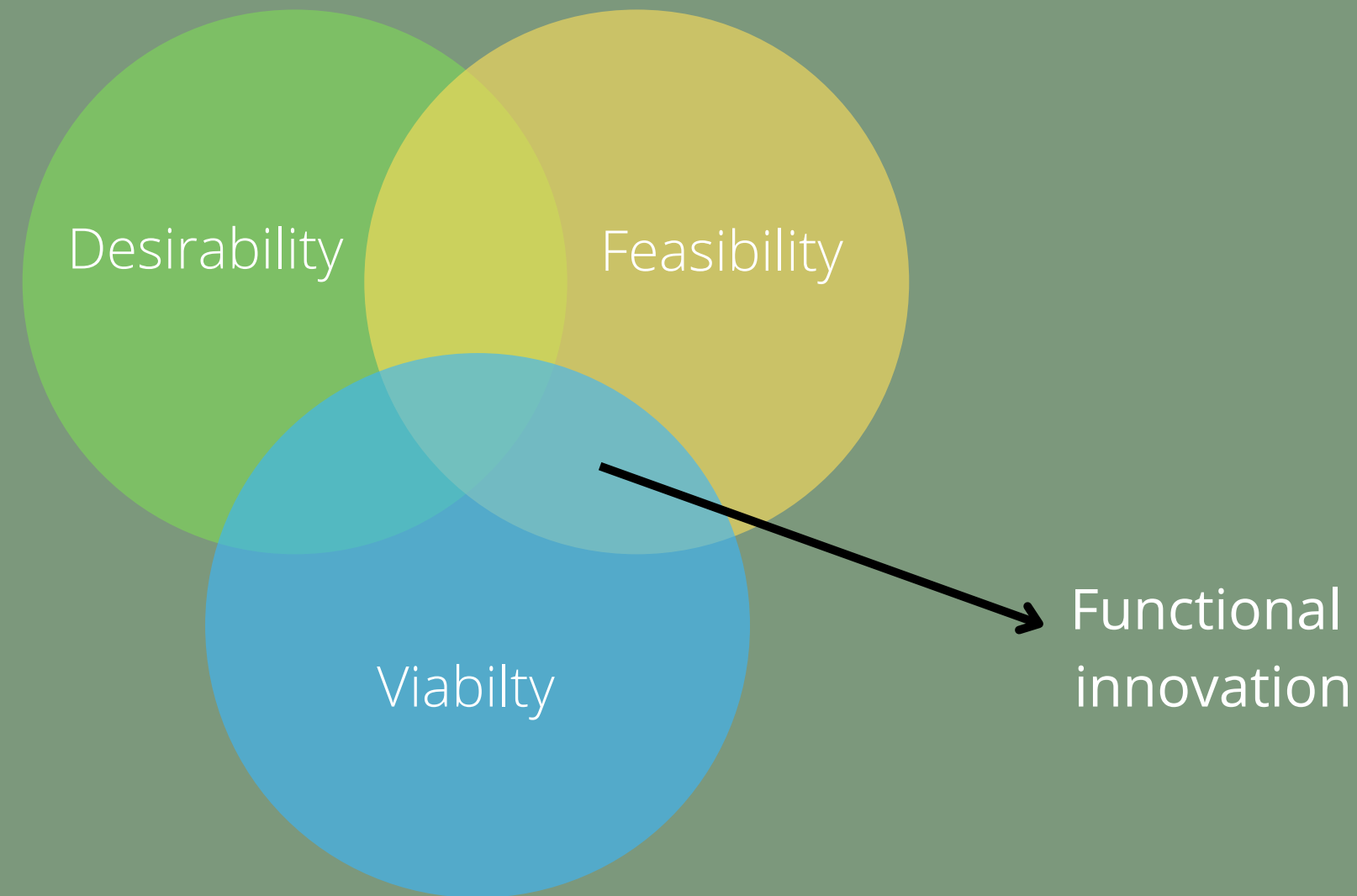
Viability.

This product is very easy to make and extremely simple to use. Furthermore, because it would be inexpensive, the user won't hesitate in buying it. All these factors combined make this product a very good one in terms of return on investment.

Desirability.

It is very difficult to keep a thick book open especially if it's a subject like maths where you have to solve the question in a notebook. Therefore, this product is of immense use and will fit in perfectly in people's lives.

Functional Innovation



The **Functional Innovation** is an integrated approach to creative ideation and problem solving which incorporates aspects from several well-known ideation and problem solving techniques.



Toothpaste tube squeezer

Use your toothpaste efficiently and till the last drop with this toothpaste tube squeezer. Hang it there in your bathroom and save yourself the struggle of squeezing the tube.

Functional Innovation

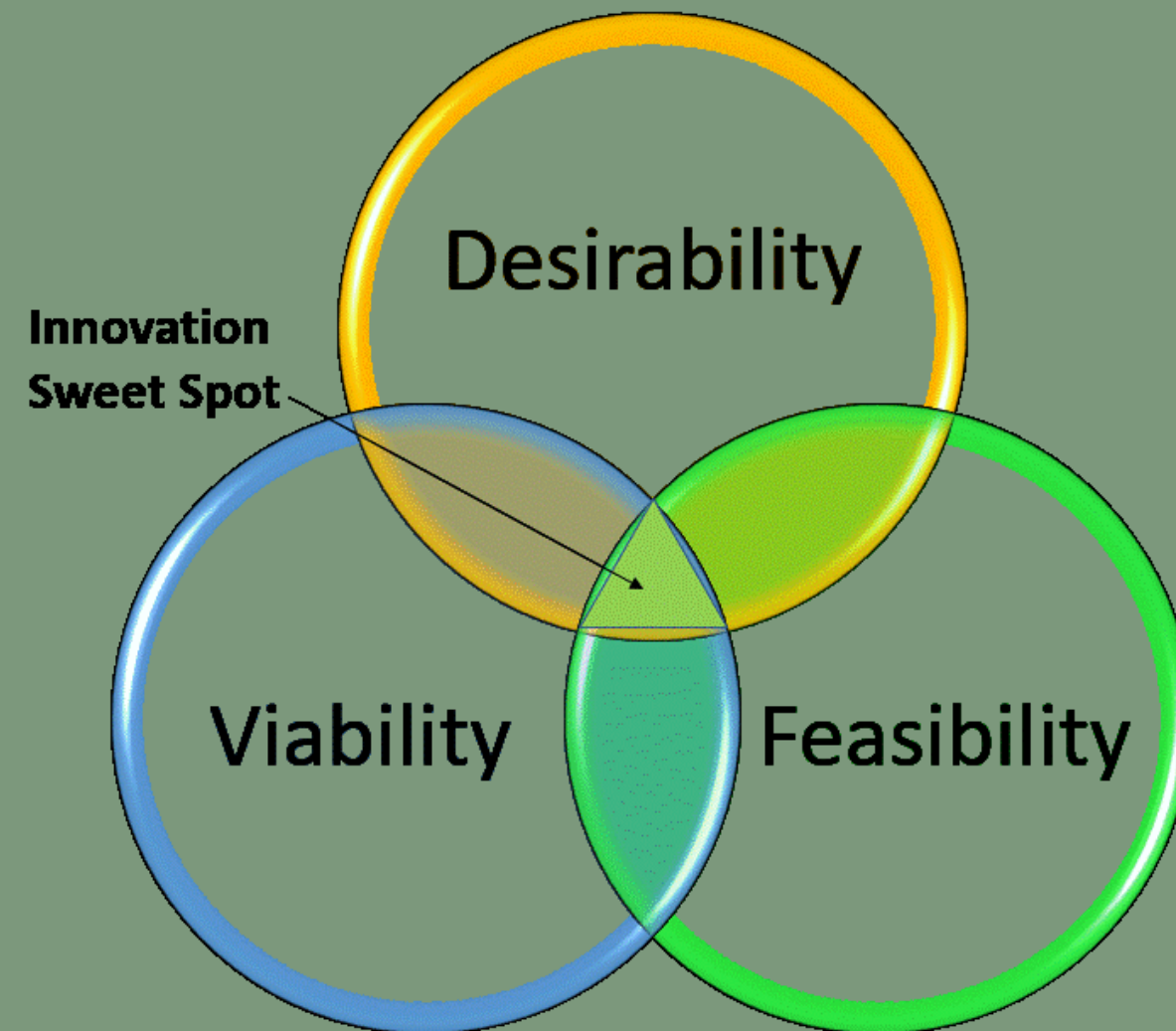
Feasibility.

A toothpaste squeezer would be very easy to build using the current level of technology. It will not take long to build such a thing.

Viability.

Both making and using this product are really simple. Additionally, the user won't think twice about purchasing it because of how affordable it would be. This product offers a very high return on investment when all of these elements are taken into account.

Sweet spot Innovation



A sweet spot of innovation is achieved when a new product has proven feasible, its business model is viable and customers feel a desire to get it and use it.



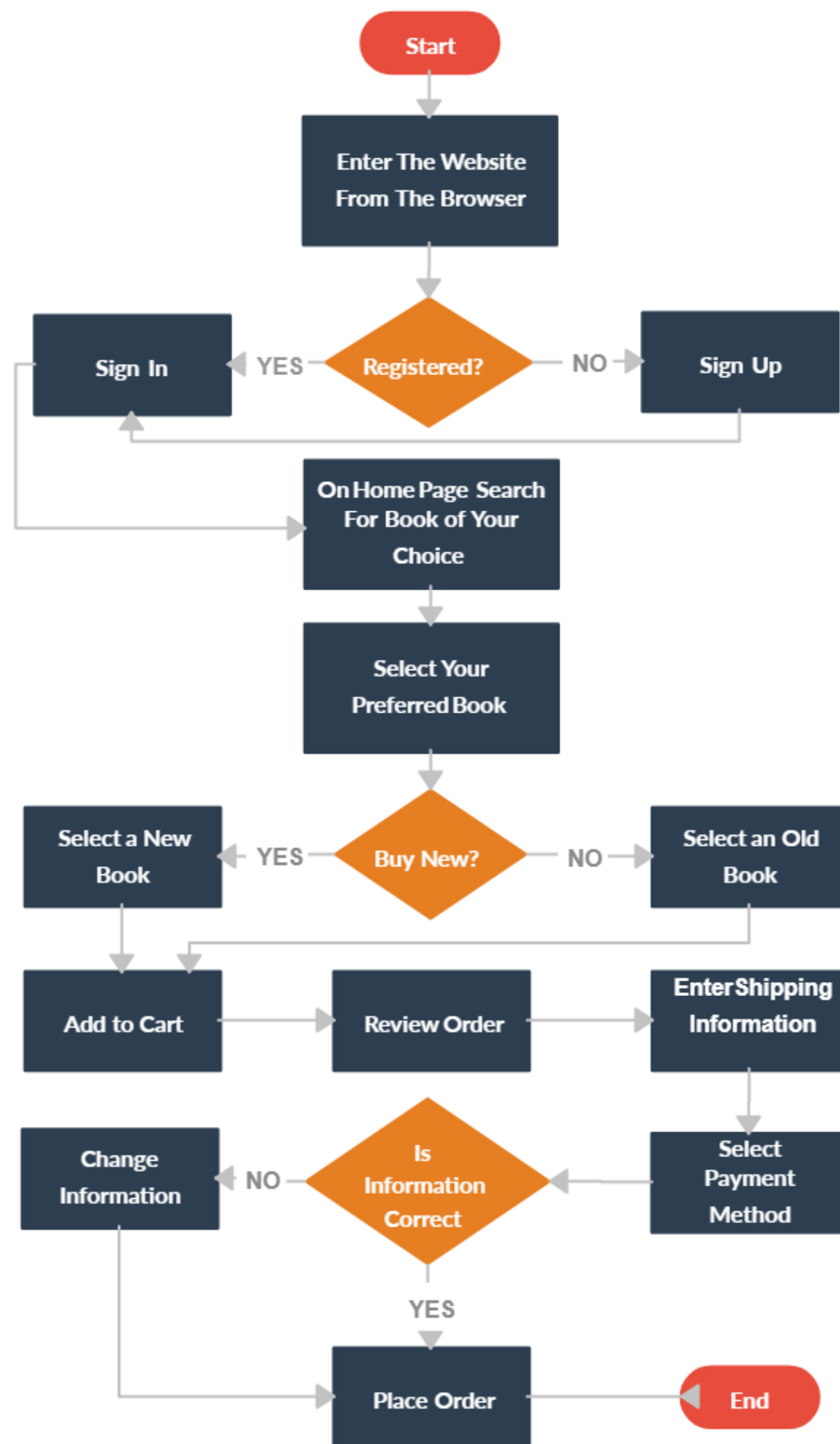
Designed by Simon St Laurent

Sweet spot Innovation

Amazon

With the introduction of the internet, amazon created a new way to buy books.

Rather than going through the hassle of visiting a store, customers could browse and choose from a catalogue from the comfort of their homes.



amazon

This also allowed them to save money by not having to invest in a store as books were stored in warehouses.

This business model allowed them to offer better prices than their competitors and improve their sales.

Feasibility.

Amazon is very feasible as it primarily used the internet and the internet was widely available.

Desirability.

The desirability should ensure that our service is or should be good for our customers. Amazon has changed how people buy products completely. It is the best online shopping platform and the products are very reliable. It is responsible for the shift towards online shopping.

Viability.

Amazon is a viable service because they can buy the products at a cheaper price from warehouses (in bulk quantities). And then sell it to the user at a friendly price. This ensures that the profit margin of Amazon is good too.

Thank You!!!!