

Design Thinking CA-2

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\* Problem Solving for Declining Footfall in a Mall using 6 Thinking Hats.

The declining footfall in a mall resulting in reduced customers visiting shops, stalls, and theatres is a critical issue that demands creative problem-solving techniques. Applying Edward de Bono's 6 Thinking Hats method can offer a structured approach to analyze and address this problem effectively.

1) White Hat (Facts and Information):

- Gather data on footfall trends, customer demographics, and reasons for low visitation.
- Analyze the mall's current offerings and external factors influencing footfall.



## 2) Red Hat (Emotions and Intuition):

- Acknowledge the concerns and frustrations of shop owners, stall vendors, and theatre operators.
- Recognize the emotional impact of declining footfall on ~~stakeholders~~ stakeholders, including mall management, employees, and local community.

## 3) Black Hat (Cautious and Critical Thinking):

- Identify potential risks and obstacles associated with various solutions.
- Consider the financial implications of implementing changes to attract more customers.
- Evaluate the consequences of continued low footfall, such as loss of revenue and potential closure of businesses.



#### 4) Yellow Hat (Optimistic and Positive Perspective):

- Brainstorm ideas to enhance the mall's appeal and attract more visitors.
- Highlight the strengths and unique features of the mall that can be leveraged to attract customers.
- Explore opportunities for collaboration with local businesses, event organizers, or ~~entertainment~~ entertainment providers to create engaging experiences.

#### 5) Green Hat (Creative and Innovative Solutions):

- Generate out-of-box ideas to revitalize the mall and increase footfall.
- Consider implementing themed events, pop-up shops, or experiential zones to create ~~de~~ buzzy and attract new customers.
- Explore digital marketing strategies and social media campaigns to reach a wider audience and promote the mall's offerings.



## 6) Blue Hat: (Meta-Thinking and Process Management):

- Facilitate structured discussions and decision making processes among stakeholders.
- Define clear goals and objectives for increasing footfall and improving customer satisfaction.
- Develop an action plan with specific timelines, responsibilities, and metrics for evaluating the effectiveness of implemented solutions.

## Conclusion:

By applying the 6 Thinking Hats method enables mall management to systematically address declining footfall, fostering innovation and collaboration to revitalize the mall and attract more customers.