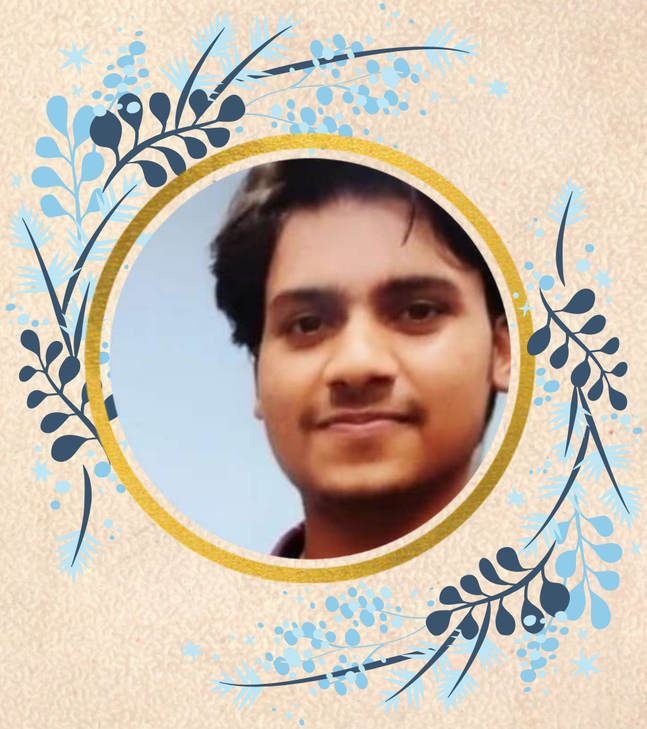
DPP JOURNAL



ANKIT KUMAR SINGH

2021310

CSD

2ND YEAR

WHAT'S DESIGN

"DESIGN IS HOW WE EXPRESS THROUGH AN OBJECT'S FORM OR SHAPE WHAT IT ACCOMPLISHES, OR HOW IT SERVES A PURPOSE."

WHY DESIGN

ONE OF THE MOST CRUCIAL COMPONENTS OF ANY ORGANISATION IS DESIGN. IT MIGHT MAKE OR BREAK A BUSINESS. WHILE BAD DESIGNS MIGHT TURN CLIENTS AWAY, GOOD DESIGNS CAN HELP A BUSINESS DRAW IN AND KEEP THEM.

THE SIGNIFICANCE OF DESIGN CAN BE ATTRIBUTED TO NUMEROUS FACTORS.

1. FIRST IMPRESSIONS MATTER

2. GOOD DESIGN IS ESSENTIAL FOR BRANDING

3. GOOD DESIGN CAN HELP YOU TO STAND OUT FROM THE COMPETITION

4. GOOD DESIGN CAN HELP YOU TO COMMUNICATE YOUR MESSAGE

5. GOOD DESIGNS ARE ESSENTIAL FOR CUSTOMER SATISFACTION

WHY IS DESIGN THINKING IMPORTANT?

DESIGN IS SIGNIFICANT BECAUSE IT CAN AID ORGANISATIONS IN ACHIEVING THEIR AIMS AND OBJECTIVES. ADDITIONALLY, IT CAN HELP TO BOOST PRODUCTIVITY, ENHANCE COLLABORATION, AND ENHANCE THE USER EXPERIENCE. YOU MUST ENSURE THAT YOUR DESIGN IS FLAWLESS IF YOU

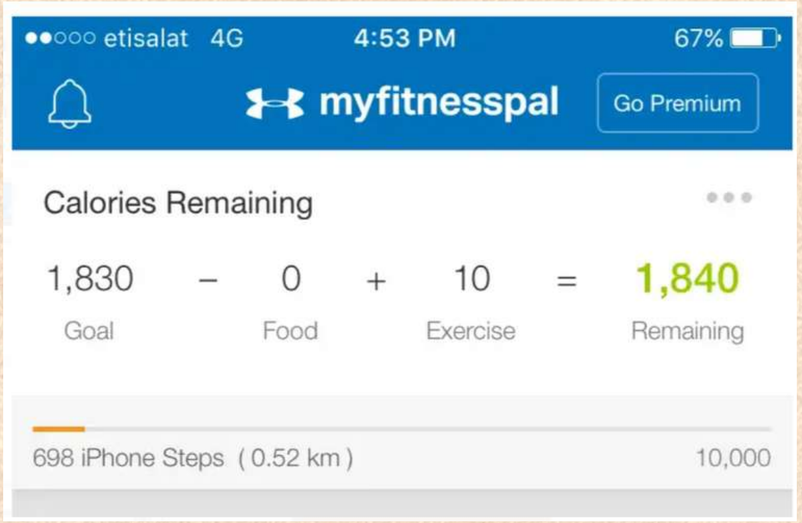
WHAT IS GOOD DESIGN

GREAT PLAN IS ONE THAT'S CUSTOM-MADE FOR THE HUMAN UTILIZE, AND NOT ONE THAT'S ONLY FUNCTIONAL OR USABLE. A GREAT DESIGNER KNOWS HOW TO INDUCE INTO THE MENTALITY OF HIS USERS, AND TURNS THEIR NEEDS INTO A MEANINGFUL, ALLURING, AND EASY-TO-USE PRODUCT OR BENEFIT.

"GOOD PLAN IS ACTUALLY A PART HARDER TO NOTICE THAN POOR DESIGN, IN PORTION BECAUSE GOOD PLANS FIT OUR NEEDS SO WELL THAT THE DESIGN IS INVISIBLE."-

DON NORMAN

GOOD DESIGN


etisalat 4G
4:53 PM
67%
myfitnesspal
Go Premium
Calories Remaining
1,830
Goal
–
0
Food
+
10
Exercise
=
1,840
Remaining
698 iPhone Steps (0.52 km)
10,000

PRINCIPLES OF GOOD DESIGN

-INNOVATIVE DESIGN IS GOOD.
-A PRODUCT BECOMES HELPFUL THROUGH GOOD DESIGN.
-DESIGN THAT WORKS IS BEAUTIFUL.
-AN INTELLIGIBLE PRODUCT IS ONE WITH GOOD DESIGN.
-A GOOD DESIGN IS DISCRETE.

-HONEST DESIGN IS GOOD DESIGN.
-A GOOD DESIGN WILL ENDURE.
-A GOOD DESIGN IS METICULOUS IN EVERY WAY.
-AN ENVIRONMENTALLY FRIENDLY DESIGN IS GOOD.
-AS LITTLE DESIGN AS POSSIBLE IS GOOD DESIGN.

BAD DESIGN IS ONE WHICH IS NOT EASY TO UNDERSTAND, DISTRACTING, DIFFICULT TO USE AND SHORT LIVED.

AUTO
A/C
P
EV MODE
R
N
D
B

BAD DESIGN

46 46 47
42 43 43 44 45 45
38 38 39 39 40 40 41
34 34 35 35 36 37 37
30 31 31 32 33 33
26 26 27 28 29 29
22 22 23 24 25 25
18 18 19 19 20 20 21 21
14 15 15 16 16 17 17
10 10 11 12 12 13
5 5
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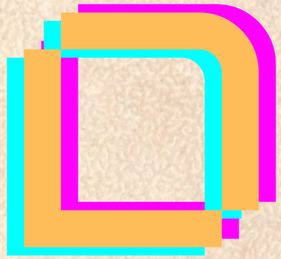
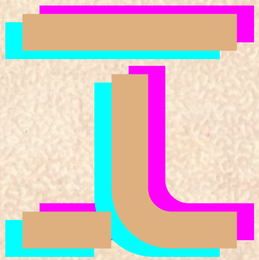
AFTER GOOD DESIGN AND BAD DESIGN WE CONCLUDE

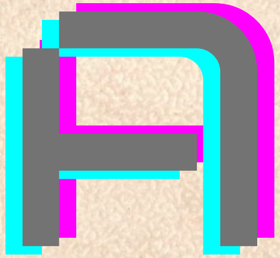
THE REASONING THINKING



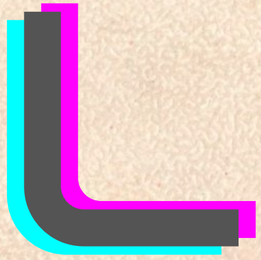
DEDUCTIVE THINKING



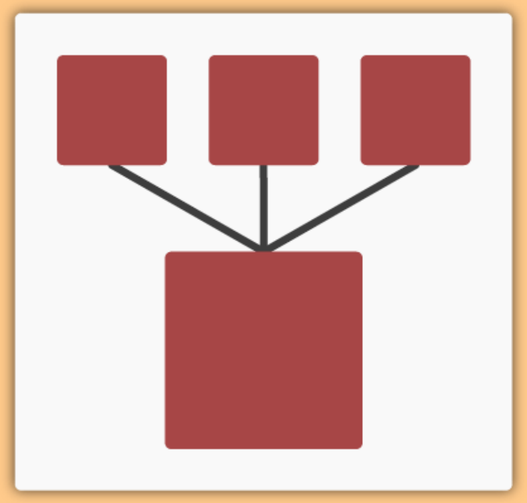
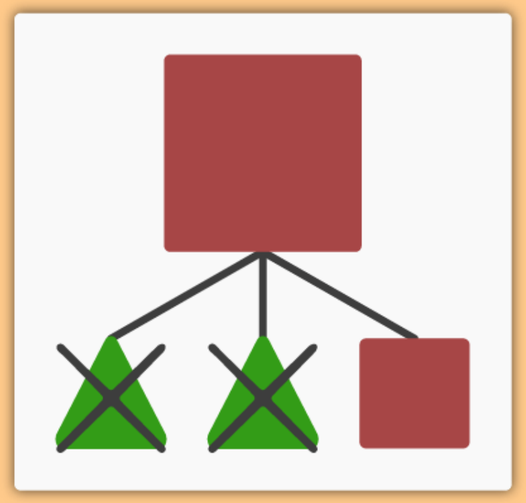
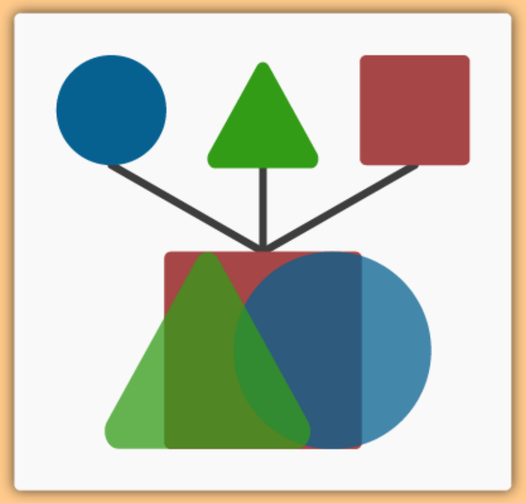
INDUCTIVE THINKING



ABDUCTIVE THINKING



LATERAL THINKING

Inductive	Deductive	Abductive
		
Specific observation	General rule	Incomplete observation
General conclusion (may be true)	Specific conclusion (always true)	Best prediction (may be true)

DEFNITIONS

DEDUCTIVE THINKING

THE GENERAL DEFINITION OF DEDUCTION IS "THE DERIVATION OF A CONCLUSION BY REASONING." INFERENCE THAT "FOLLOWS NECESSARILY FROM GENERAL OR UNIVERSAL PREMISES" IS ITS PRECISE DEFINITION IN LOGIC. DEDUCTION, OR THE ACT OF DEDUCING, CAN BE DEFINED AS THE CREATION OF A CONCLUSION BASED ON COMMONLY ACKNOWLEDGED ASSERTIONS OR FACTS.

INDUCTIVE THINKING

INDUCTION COULD BE A STRATEGY OF THINKING INCLUDING AN COMPONENT OF LIKELIHOOD. IN RATIONALE, ACCEPTANCE ALLUDES PARTICULARLY TO "INDUCTION OF A GENERALIZED CONCLUSION FROM PARTICULAR INSTANCES." IN OTHER WORDS, IT IMPLIES SHAPING A GENERALIZATION BASED ON WHAT IS KNOWN OR WATCHED.

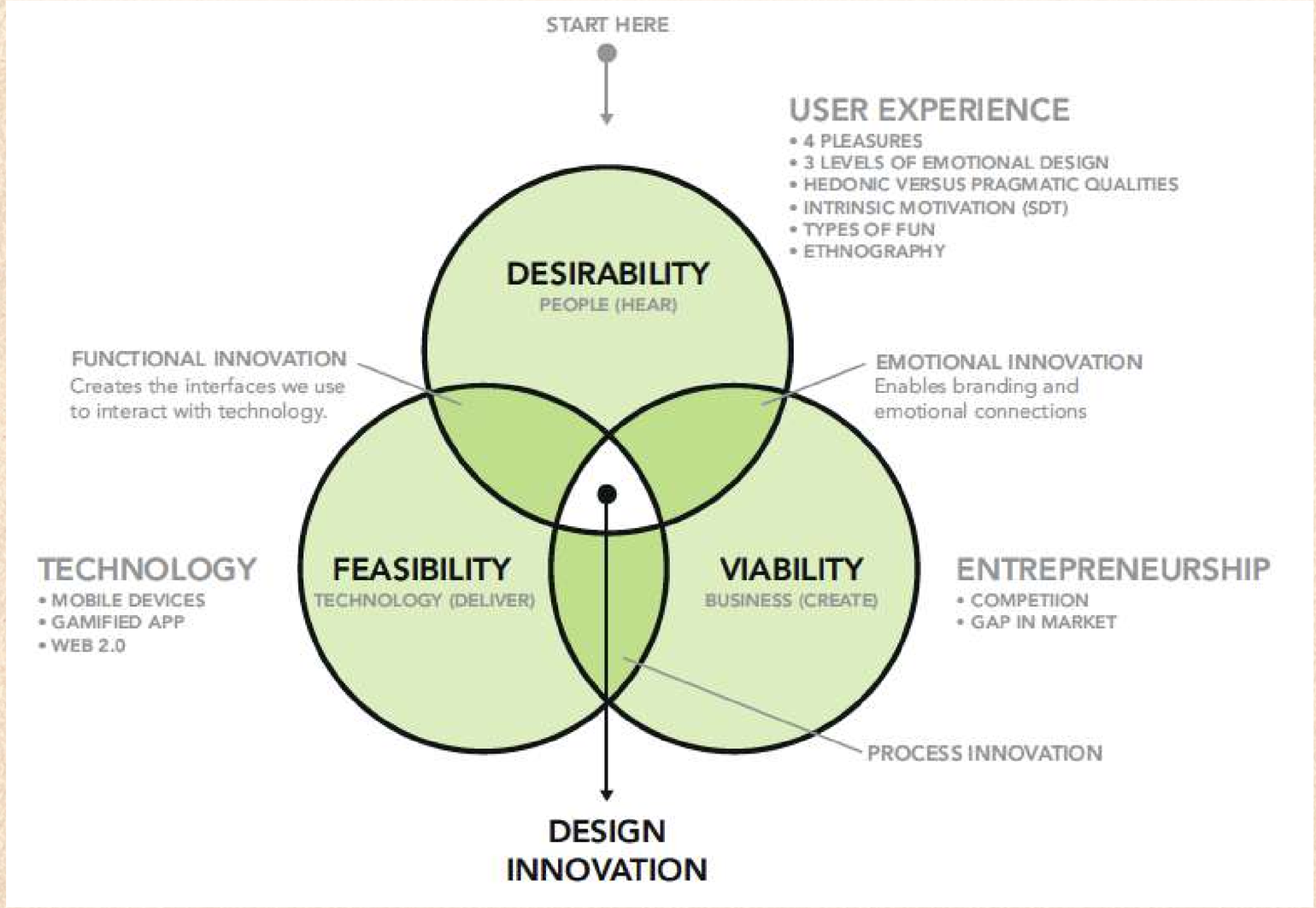
ABDUCTIVE THINKING

THE THIRD STRATEGY OF THINKING, KIDNAPPING, IS CHARACTERIZED AS "A SYLLOGISM IN WHICH THE MAJOR INTRODUCE IS OBVIOUS BUT THE MINOR INTRODUCE AND SO THE CONCLUSION ONLY PROBABLE." BASICALLY, IT INCLUDES SHAPING A CONCLUSION FROM THE INFORMATION THAT'S KNOWN.

LATERAL THINKING

LATERAL IMPLIES FROM THE OTHER SIDE, WHICH IMPLIES A INDIVIDUAL CAN HUNT FOR THE REPLY IN AN UNEXPECTED WAY, MORE LIKE THINKING EXTERIOR THE BOX. MOST OF THE TIME, INDIVIDUALS ARE MORE LIKELY TO UTILIZE CONSISTENT CONSIDERATION TO ILLUMINATE A ISSUE, AS IT'S A MORE DIRECT WAY. THESE TERMS, TO BEGIN WITH, CAME TO PRESENT AFTER BEING COINED BY A CELEBRATED PSYCHOLOGIST EDWARD DE BONO, AND THESE ABILITIES ARE REGULARLY REQUIRED IN IMAGINATIVE CAREERS, SUCH AS SHOWCASING AND PROMOTING.

3 LENS APPROACH IN DESIGN WHICH GELPS ANYTHING TO GROW

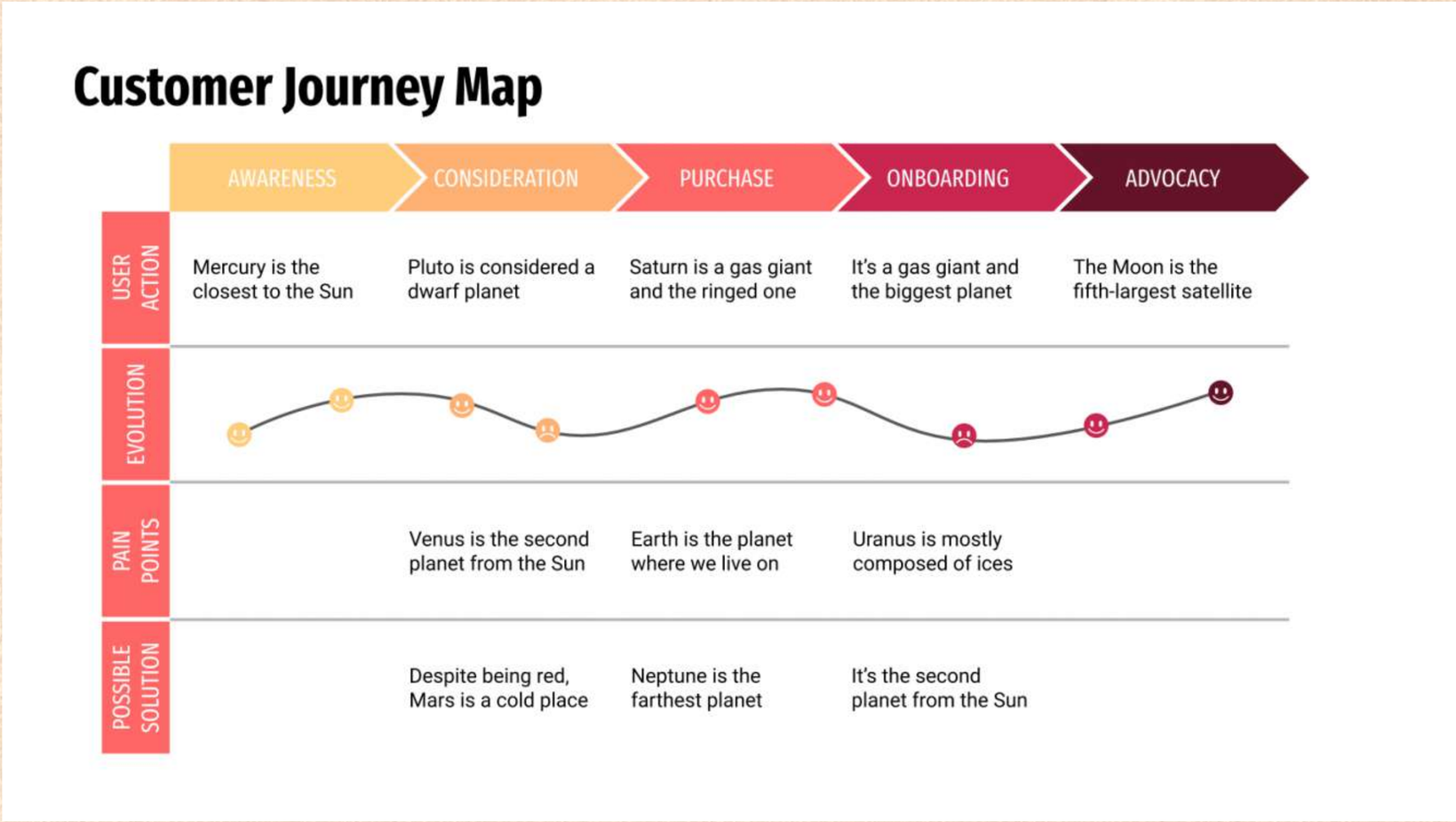


USER JOURNEY

AN ILLUSTRATION OF HOW YOUR CUSTOMERS INTERACT WITH YOUR PRODUCT OR SERVICE IS CALLED A CUSTOMER JOURNEY MAP (CJM) OR USER JOURNEY MAP.

SERVICE. CUSTOMERS ARE THE LIFEBLOOD OF YOUR COMPANY, THEREFORE IT'S CRITICAL THAT YOU UNDERSTAND THEIR PROBLEMS, REQUIREMENTS, AND DESIRES IN ORDER TO CREATE A CUSTOMER EXPERIENCE WITH THEM IN MIND. USE A CJM TO RECORD CONSUMER EXPERIENCES FOR EACH PERSONA, ADDRESS ISSUES WITH YOUR GOODS AND SERVICES, AND FILL IN ANY GAPS.

USER JOURNEY MAP



FROM INSIGHTS TO OBSERVATIONS

FIRST SENTIMENT: THE SITUATION

BY DISCUSSING THE EXISTING CIRCUMSTANCES AND THE PREVALENT CUSTOMER BEHAVIOUR, YOU MAY PROVIDE THE BACKDROP FOR YOUR CONSUMER INSIGHT STATEMENT. AS YOU WRITE THE CIRCUMSTANCE, USE TIME + MOTION + SPACE AS YOUR FOUNDATION.

SENTENCE 2: THE FRUSTRATION

THIS SECTION SHOULD HAVE AN EMOTIONAL COMPONENT THAT TRIGGERS A "WE NEED TO REPAIR THIS" RESPONSE. ITS CREATION COMES FROM RECOGNISING THE OBSTACLES TO THE SUBJECT'S REQUIREMENTS OR DESIRES.

SENTENCE 3 : THE FUTURE DESIRE

THE FINAL LINE MUST CLEARLY EXPLAIN THE CONSEQUENCE AND URGE ACTION BY EXPRESSING HOW THE CONSUMER WOULD LIKE TO FEEL OR WHAT THEY ASPIRE TO EXPERIENCE IN THE FUTURE BECAUSE THE STATEMENT IS ULTIMATELY ABOUT FIXING AN EXISTING CONDITION.

FROM INSIGHTS TO OBSERVATIONS

SITUATION

+

FRUSTRATION

+

FUTURE DESIRE

PROBLEM STATEMENT DEFINITION

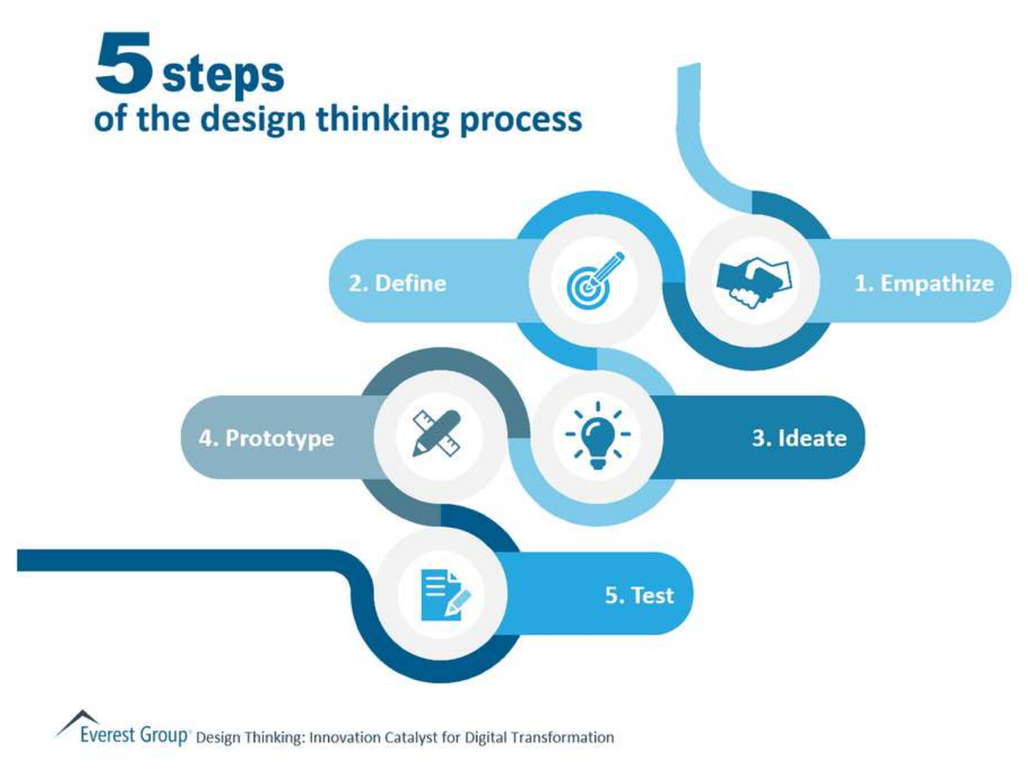
PROBLEM:

THE AUDIENSE TEAM NOTED A SHARP INCREASE IN USERS WHO ABANDONED THE SIGN-UP PROCESS BEFORE FINISHING IT.

PROBLEM STATEMENT:

AN EASIER WAY TO COMPLETE THE SIGN-UP PROCEDURE IS REQUIRED BECAUSE NEW USERS ARE HAVING TROUBLE SETTING UP THEIR ACCOUNTS.

DESIGN THINKING PROCESS



EMPATHIZE: RESEARCH YOUR USERS' NEEDS.

DEFINE: STATE YOUR USERS' NEEDS AND PROBLEMS.

IDEATE: CHALLENGE ASSUMPTIONS AND CREATE IDEAS.

PROTOTYPE: START TO CREATE SOLUTIONS.

TEST: TRY YOUR SOLUTIONS OUT.

STEP 1: EMPATHIZE—RESEARCH YOUR USERS' NEEDS

THE MAIN AIM OF THE EMPATHIZE STAGE IS TO DEVELOP THE BEST POSSIBLE UNDERSTANDING OF YOUR USERS, THEIR NEEDS AND THE PROBLEMS THAT UNDERLIE THE DEVELOPMENT OF THE PRODUCT OR SERVICE YOU WANT TO CREATE. EMPATHY IS CRUCIAL TO PROBLEM SOLVING AND A HUMAN-CENTERED DESIGN PROCESS AS IT ALLOWS DESIGN THINKERS TO SET ASIDE THEIR OWN ASSUMPTIONS ABOUT THE WORLD AND GAIN REAL INSIGHT INTO USERS AND THEIR NEEDS.DEPENDING ON TIME CONSTRAINTS, YOU WILL GATHER A SUBSTANTIAL AMOUNT OF INFORMATION TO USE DURING THE NEXT STAGE. THE FIRST STAGE OF THE DESIGN THINKING PROCESS FOCUSES ON USER-CENTRIC RESEARCH. YOU WANT TO GAIN AN EMPATHIC UNDERSTANDING OF THE PROBLEM YOU ARE TRYING TO SOLVE. CONSULT EXPERTS TO FIND OUT MORE ABOUT THE AREA OF CONCERN AND CONDUCT OBSERVATIONS TO ENGAGE AND EMPATHIZE WITH YOUR USERS.

STEP 2: DEFINE—STATE YOUR USERS' NEEDS AND PROBLEMS

IN THIS STAGE, YOU WILL START TO PROGRESS TO THE THIRD STAGE, THE IDEATION PHASE, WHERE YOU ASK QUESTIONS TO HELP YOU LOOK FOR SOLUTIONS: “HOW MIGHT WE ENCOURAGE TEENAGE GIRLS TO PERFORM AN ACTION THAT BENEFITS THEM AND ALSO INVOLVES YOUR COMPANY’S FOOD-RELATED PRODUCT OR SERVICE?” FOR INSTANCE. DEFINING THE PROBLEM AND PROBLEM STATEMENT MUST BE DONE IN A HUMAN-CENTERED MANNER.FOR EXAMPLE, YOU SHOULD NOT DEFINE THE PROBLEM AS YOUR OWN WISH OR NEED OF THE COMPANY: “WE NEED TO INCREASE OUR FOOD-PRODUCT MARKET SHARE AMONG YOUNG TEENAGE GIRLS BY 5%.”YOU SHOULD PITCH THE PROBLEM STATEMENT FROM YOUR PERCEPTION OF THE USERS’ NEEDS: “TEENAGE GIRLS NEED TO EAT NUTRITIOUS FOOD IN ORDER TO THRIVE, BE HEALTHY AND GROW.”THE DEFINE STAGE WILL HELP THE DESIGN TEAM COLLECT GREAT IDEAS TO ESTABLISH FEATURES, FUNCTIONS AND OTHER ELEMENTS TO SOLVE THE PROBLEM AT HAND—OR, AT THE VERY LEAST, ALLOW REAL USERS TO RESOLVE ISSUES THEMSELVES WITH MINIMAL DIFFICULTY. YOU’LL ANALYZE YOUR OBSERVATIONS TO DEFINE THE CORE PROBLEMS YOU AND YOUR TEAM HAVE IDENTIFIED UP TO THIS POINT.

STEP 3: IDEATE—CHALLENGE ASSUMPTIONS AND CREATE IDEAS

THINK OF YOUR WORST-CASE SCENARIOS. TO ENCOURAGE CREATIVE THINKING AND BROADEN THE PROBLEM SPACE, IDEA APPROACHES ARE FREQUENTLY APPLIED AT THE BEGINNING OF THE IDEATION STAGE. THIS ENABLES YOU TO START IDEATION BY PRODUCING AS MANY

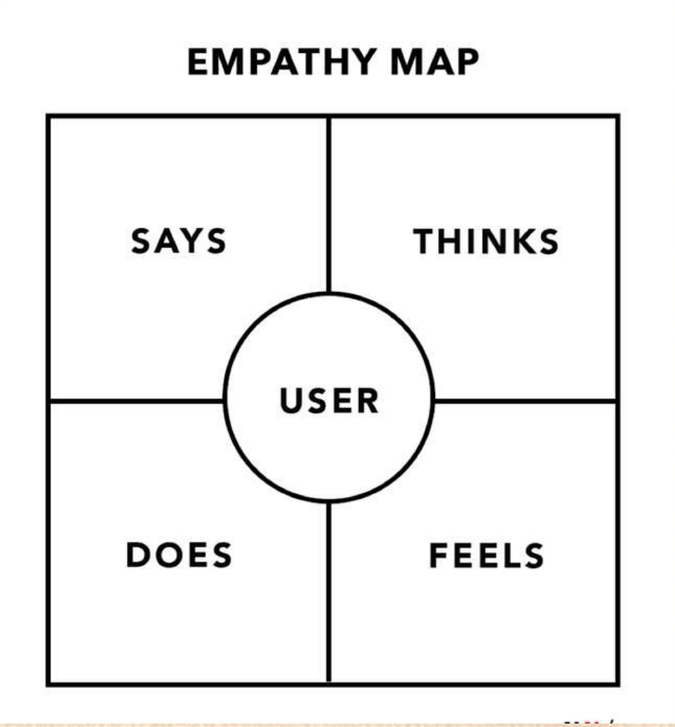
STEP 4: PROTOTYPE—START TO CREATE SOLUTIONS

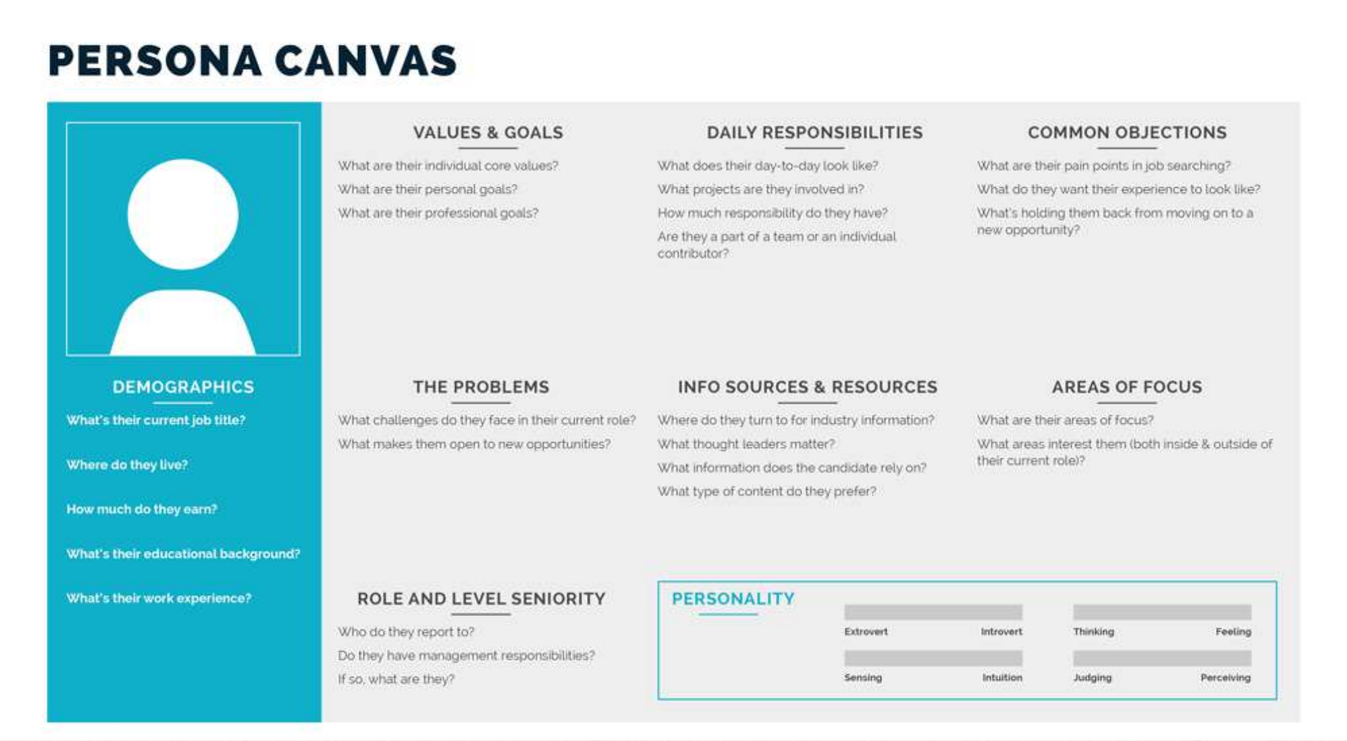
THE OBJECTIVE OF THIS EXPERIMENTAL PHASE IS TO FIND THE BEST POSSIBLE SOLUTION TO EACH OF THE ISSUES IDENTIFIED IN THE FIRST THREE STAGES.BASED ON THE EXPERIENCES OF THE USERS, THE SOLUTIONS ARE IMPLEMENTED WITHIN THE PROTOTYPES AND EXAMINED ONE BY ONE BEFORE BEING ACCEPTED, IMPROVED UPON, OR REJECTED.

STAGE 5: TEST—TRY YOUR SOLUTIONS OUT

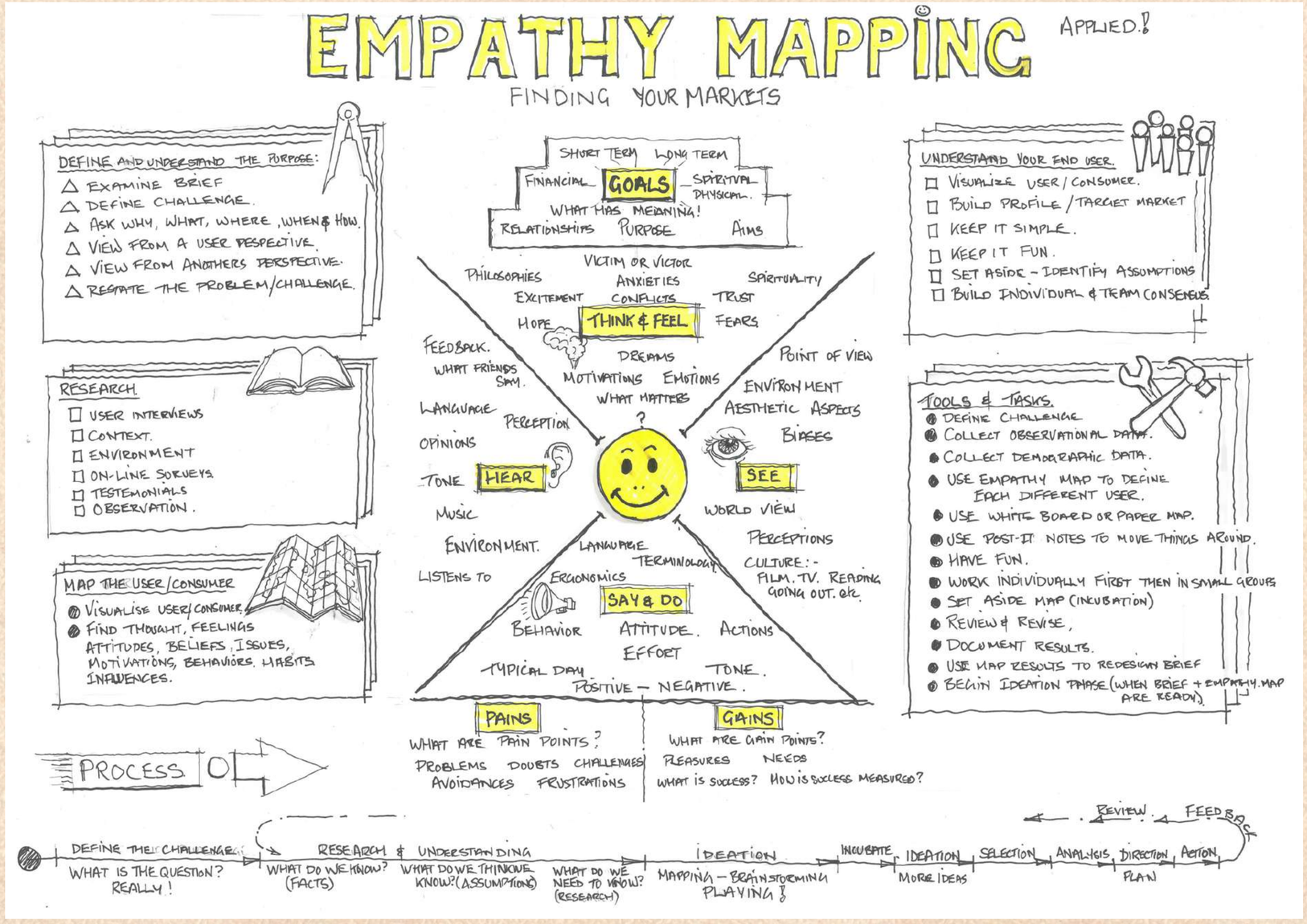
USING THE GREATEST OPTIONS FOUND IN THE PROTOTYPE STAGE, DESIGNERS OR EVALUATORS THOROUGHLY EVALUATE THE ENTIRE PRODUCT. THIS DEEPER DEGREE OF COMPREHENSION MIGHT ENABLE YOU TO LOOK INTO THE CIRCUMSTANCES OF USE AND HOW USERS INTERACT WITH THE PRODUCT. IT MIGHT EVEN PROMPT YOU TO GO BACK TO AN EARLIER STEP IN THE DESIGN THINKING PROCESS.

AFTER THIS WE LEARNED ABOUT EMPATHY MAP AND CREATE USER PERSONA





EMPATHY MAPPING



USER PERSONA 1

Priyal Singh

AGE	27
EDUCATION	Secondary Pass
STATUS	Single
OCCUPATION	Cleaning Lady at IIITD
LOCATION	New Delhi

> Even to this day and age, there is still no fear in the mind of molesters. Ladies were unsafe then, they are unsafe now.

Personality

Believes in speaking out | Bold

Bio

She currently lives in New Delhi and has shifted from her hometown village for work. She works as a cleaning lady in the girls' hostel of IIIT-D and has to commute to and from her home daily.

Core needs

- Wants a way to protect herself harrasment while travelling
- Something which protects women without much noise or show
- Does not want to depend on others for her protection

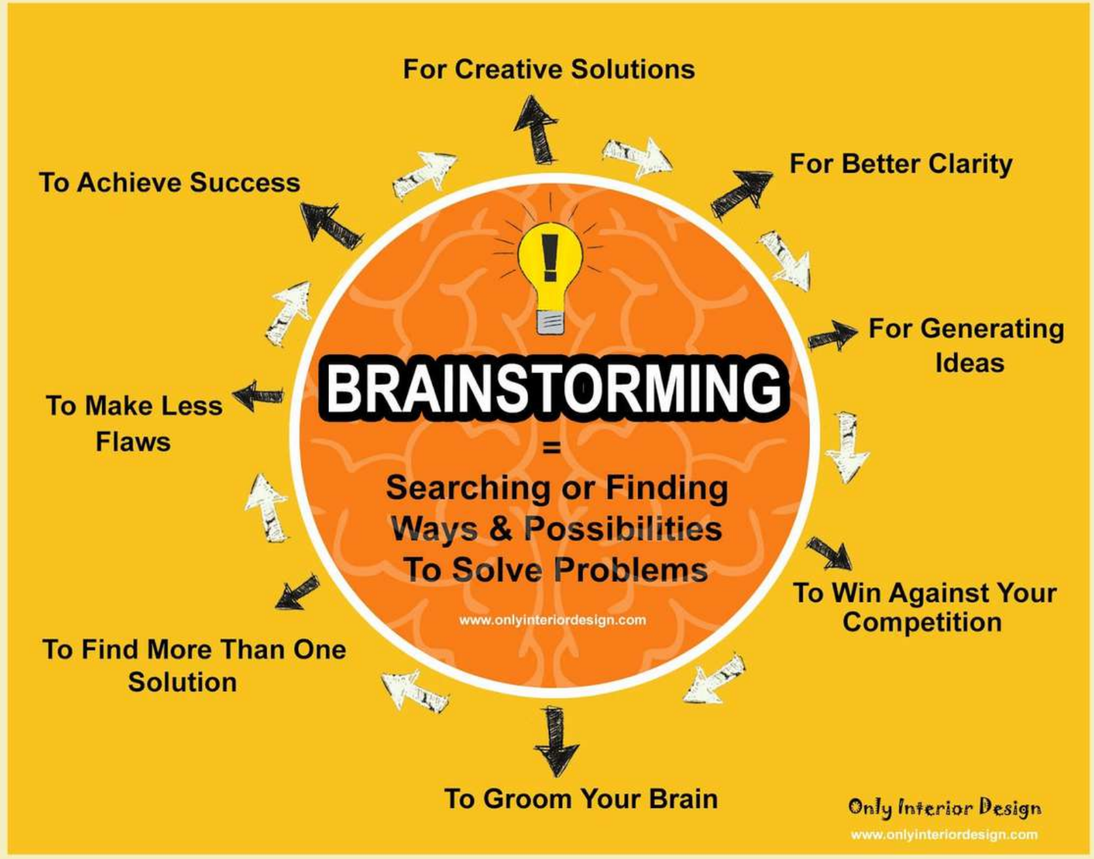
Frustrations

- Women feel unsafe in the buses. The marshalls in the buses do not have the authority to stop the harrasment
- The ladies have to stay quiet in fear of future retaliation
- Not much choice and comparison not available

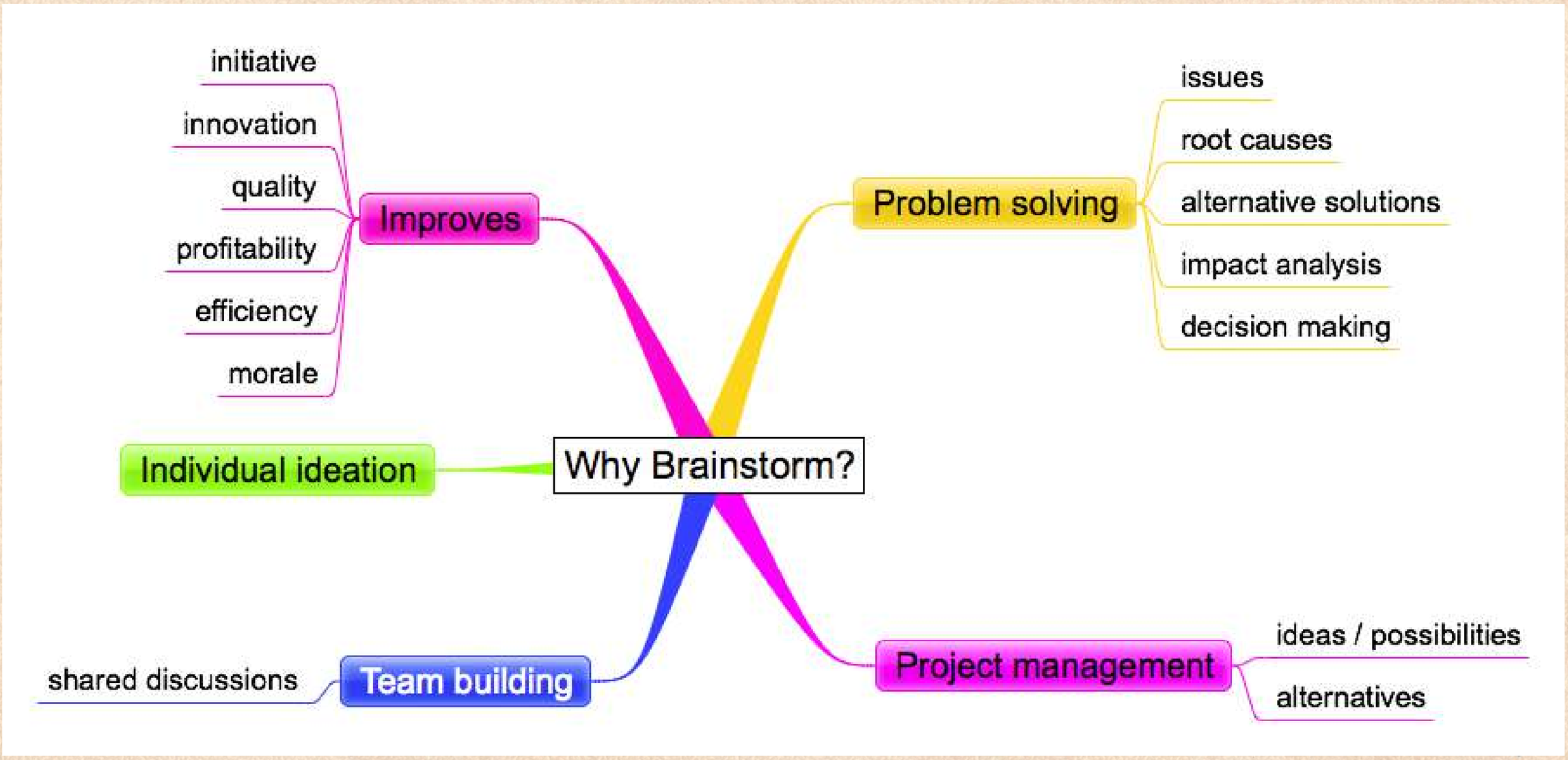
Transport Mediums

Bus | Auto | Metro | Walk

WHAT IS BRAINSTORMING



BRAINSTORMING IS ONE OF THE MOST CREATIVE WAYS OF PROBLEM-SOLVING IN WHICH WE WORK ON IDEAS. WE CAN EITHER COME UP WITH A NEW IDEA OR BUILD ON AN EXISTING IDEA AS WELL. SINCE THERE IS NO RULE OF THUMB IN BRAINSTORMING, IT CAN BE APPLIED INDIVIDUALLY OR IN A GROUP.


Why Brainstorm?
Improves
initiative
innovation
quality
profitability
efficiency
morale
Problem solving
issues
root causes
alternative solutions
impact analysis
decision making
Individual ideation
Team building
shared discussions
Project management
ideas / possibilities
alternatives

CONCEPT OF CONTEXT & CONTENT

CONTEXT

NEARLY EVERY TYPE OF CONTEXT EXISTS FOR EVERY ACT OF DESIGN, BUT ONE MAY BE MORE IMPORTANT THAN ANOTHER IN DIFFERENT CONTEXTS. NO CONTEXT EXISTS BY ITSELF.

CONTENT

CONTENT CAN'T REALLY BE OF ANY USE UNLESS IT'S EASY TO FIND, CLEAR, CONNECTED, AND MADE BY PEOPLE. IF PLACED IN DIFFERENT CONTEXTS, THE SAME "CONTENT" CAN HAVE A COMPLETELY DIFFERENT MEANING (OR FUNCTION).

5 TPYES OF CONTEXT

PHYSICAL CONTEXT

COMMUNICATION, MESSAGE, AND THE NATURE OF WHAT IS IN THE SPACE AROUND A PERSON OR OBJECT

CULTURAL CONTEXT

A GROUP OF PEOPLE'S VALUES, BELIEFS, LIFESTYLES, AND ACTIONS ARE REFERRED TO AS THE CULTURAL CONTEXT.THESE KINDS OF SITUATIONS WILL HAVE AN EFFECT ON WHETHER THE PEOPLE INVOLVED THINK SOMETHING IS RIGHT OR WRONG.

HISTORICAL CONTEXT

HISTORICAL CONTEXT CAN BE DEFINED AS THE POLITICAL, SOCIAL, CULTURAL, AND ECONOMIC ENVIRONMENT RELATED TO HISTORICAL MOMENTS, EVENTS, AND TRENDS.

THE HISTORICAL CIRCUMSTANCES IN WHICH IT WAS PRODUCED VERY MUCH AFFECTED THE WORK - ITS THEMES, ITS TECHNIQUES, ITS MESSAGE, ETC.

WITHOUT AN UNDERSTANDING OF THE ERA, A FULL UNDERSTANDING OF THE PIECE WILL BE IMPOSSIBLE.

SOCIAL CONTEXT

SOCIAL CONTEXT REFERS TO THE IMMEDIATE SETTING IN WHICH PEOPLE LIVE OR IN WHICH SOMETHING HAPPENS OR DEVELOPS.
IT INCLUDES THE CULTURE THAT THE INDIVIDUAL WAS EDUCATED OR LIVES IN, AND THE PEOPLE AND INSTITUTIONS WITH WHOM THEY INTERACT.
SOCIAL CONTEXT CAN INFLUENCE HOW SOMEONE PERCEIVES SOMETHING. BEHAVIOR OCCURS WITHIN A SOCIAL CONTEXT. ALONE YOUR BEHAVIOR CAN'T BE MEASURED AS NORMAL OR ABNORMAL, SO THE NORMS AND CUSTOMS OF OUR SOCIETY MAKE UP OUR SOCIAL CONTEXT.

POLITICAL CONTEXT

POLITICAL CONTEXT REFLECTS THE ENVIRONMENT IN WHICH SOMETHING IS PRODUCED INDICATING IT'S PURPOSE OR AGENDA POSITIONS OF GOVERNANCE—ORGANIZED CONTROL OVER A HUMAN COMMUNITY EG DIFFERENT RULING SYSTEMS. DEMOCRACY, MONARCHY, MILITARY RULE ETC.....

AFTER ALL THIS AND ASSIGNMENT I LEARNED HOW TO VISUALIZE AND CREATE AN IDEA FOR A PRODUCT AND PRESNT MY IDEAS INFRONT OF EVERYONE

Thank you!