

Name: Arnav Surve

Major: Cybersecurity

TECH 12000 Design Thinking and Innovation

Prompt: How do *design thinking* and *innovation* relate? How might you use elements of *design thinking* in your major? How would you like to be *innovative* in your profession? What is your *mantra*?

Design thinking allows for a human centered approach towards solving a problem, meaning designs are intended to benefit people first before anything else. Design thinking is a powerful strategy to apply to innovation as it relies on insights from real world examples and people who will be affected by a product. This is opposed to data or market research, which do not necessarily stand to benefit humans first. In my major, Cybersecurity, I could apply design thinking to focus on the end user's needs. Design thinking takes into consideration people's behavior and preferences; a cybersecurity tool would be designed with the intention of being something that an end user will actually use with ease. Innovation is central to the field of Cybersecurity. New security threats are constantly emerging alongside new technologies. The first thing that comes to mind is developing a security tool that evolves with the technology, as a way of jumping to the "next curve" as Guy Kawasaki put it in his Ted talk. My mantra would be to "get it done".

Hint: Read the rubric before completing and submitting.