

Activity:
Applying Design Thinking

Instructions:

1. You will complete this activity in your PV groups.
 2. Now that you have understood what Design Thinking is, you will apply its principles to flesh out the problem that you identified in the previous session.
 3. Keep handy the handout, **Identify a Problem worth Solving** that you filled earlier so that you can refer to it as and when needed.
 4. Next, answer the questions given below keeping in mind the problem worth solving that you identified in the previous session.
 5. You have **40 minutes** to fill up this questionnaire.
 6. You need to submit this assignment as PDF on LearnWise.
 7. In case you have any questions, get in touch with your facilitator.
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Use the following questions to record your observations:

1. Where did you observe the customers?

THE CUSTOMERS ARE EVERYWHERE BUT MOSTLY IN SCHOOLS AND COLLEGE

2. Were the customers in the setting where they usually face this problem when you observed them?

YES, MOSTLY

3. Did you talk to the customers?

YES THE PROBLEMS ARE FACED BY NEARLY EVERY STUDENT

4. What did you observe?

THEY FACE DIFFICULTY TO FIND WHERE TO START STUDING AND WHERE TO FIND THE MATERIALS TO STUDY

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5. Is there any other job that the customer would want to get done?

THEY ALSO WANT TO KNOW INFO ABOUT COMPANIES AND THEIR RECRUITMENT PROCESS HOW TO PREPARE FOR A COMPANY

6. Is there any other job that your product/service can do for the customer?

YES WE CAN PROVIDE INFO ABOUT COMPANIES TO STUDENTS AND ALSO HELP THEM CONNECT TO THE ALUNUMUS FOR THEIR COLLEGE

7. Do you think you can solve any of the customers' problems?

YES

Going back to Jason's case that we covered earlier, let us see how Design Thinking would influence his observation. The same set of questions have been used.

1. Where did you observe the customer?

Jason observed the customers in their neighborhoods when they came out of their houses to take short walks or to chit-chat with their friends.

2. Were the customers in the setting where they usually face this problem when you observed them?

Yes, many of the customers were near the bus stops waiting for buses and expressed their anxiety and discomfort in boarding these buses. They expressed how anxious they felt when they were forced to avail these buses due to some pressing need which required them to go to other parts of the city. They also expressed their frustration with the current facilities that were available to senior citizens such as them.

3. Did you talk to the customers?

Jason spoke to the customers directly to gather first-hand knowledge of the problems faced by them, so that he could come up with solutions to address these problems.

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4. What did you observe?
Jason observed that many senior citizens use walking sticks for support. They are also very cautious about the weather and usually carry umbrellas as a precaution against sudden rains or the blazing sun.
5. Is there any other job that the customer would want to get done?
In addition to getting buses which would not require them to lift their legs while boarding, the senior citizens would also like the buses to have provisions to mount their walking sticks and umbrellas. This will offer them the comfort of being seated without needing to hold on to the sticks/umbrellas that they might be carrying with them.
6. Is there any other job that your product/service can do for the customer?
Jason also observed that senior citizens tend to doze off once seated, and often get carried over. This is quite a regular problem faced by senior citizens when traveling by themselves.
7. Do you think you can solve any of the customers' problems?
Yes, Jason has already thought of solutions to address these public transport related problems that the customers face, and he believes that he can solve their problems.