

DESIGN THINKING

Student Name: Shivam Dwivedi

Idea Title: Giggles

What is Design Thinking ?

Design thinking is a problem-solving approach that uses empathy, creativity, and experimentation to find innovative solutions to complex problems. It is a human-centered approach that focuses on understanding the needs and motivations of people to design solutions that meet their needs.

What are Design Thinking's Main Features and how does it help a Social Entrepreneur ?

The main features of design thinking include:

- Empathy: Understanding the needs, experiences of the people you are designing for.
- Creative Ideation: Generating a wide range of ideas to address the problem.
- Iteration: Testing and refining ideas through rapid prototyping and user feedback.
- Collaboration: Working in multidisciplinary teams to generate diverse perspectives and expertise.

Design thinking can help social entrepreneurs in several ways:

- Understanding the needs of their target audience: Social entrepreneurs can use design thinking to gain a deep understanding of the needs and motivations of their target audience, enabling them to design solutions that meet their needs.
- Generating innovative solutions: Design thinking encourages creative ideation, which can lead to innovative solutions that address complex social problems.
- Rapid prototyping: Social entrepreneurs can use design thinking to rapidly prototype and test their solutions, allowing them to iterate and refine their ideas based on user feedback.

In summary, design thinking is a problem-solving approach that focuses on understanding the needs and motivations of people to design solutions that meet their needs. It can help social entrepreneurs understand their target audience, generate innovative solutions, rapidly prototype and test ideas, and collaborate effectively.

Behind the Idea : Vision and Goal

The vision and goal of Giggles are to reduce waste and curtail the high prices of toys while bridging the economic divide in early childhood education.

To reduce the environmental impact of toys, promote circularity, and bridge the economic divide created by toys by providing affordable access to pre-loved toys. The ultimate outcome of Giggles is to create a better planet for future generations by reducing waste and curbing the economic divide created by toys through circularity.

Did we apply the Design thinking Process to the idea?

The Design Thinking Process has been applied to the idea of Giggles by identifying the problem statement, key users, and creating an empathy map to understand the users' needs and motivations. This can help Giggles create a user-centric solution that addresses the pain points of its users and provides a sustainable and cost-effective solution.

Design Thinking Process : Empathizing - A Summary

The first step in the design thinking process is to empathize with the target audience and understand their pain points. Giggles aims to solve three primary problems – boredom, increasing prices, and wastage. Through studies, we discovered that many parents are concerned about the high cost of educational toys, and they end up buying new toys that are only used for a short period. Additionally, we found that many toys end up in landfills, contributing to environmental degradation. By empathizing with the target audience, Giggles identified the need for a marketplace that could address these issues and provide an affordable and sustainable solution.

The empathize phase of the design thinking process involves understanding the problem, putting yourself in the user's shoes, and gathering insights to develop a deep understanding of their needs. Giggles recognized the problems of waste and increasing prices in the toy industry. We also understood that toys are an essential part of early childhood development, and children often outgrow their toys, leading to wastage.

Giggles identified the needs of the target audience, which included parents who want to buy educational toys for their children but can't afford to pay premium prices. We also recognized the need to bridge the early childhood capitalism and economic divide created by toys. Through field studies and interviews, Giggles identified the problem of toy wastage and understood that selling preloved toys could reduce waste while saving parents money. Giggles also recognized that the solution could bring joy to other kids and prevent the harm caused to the environment by discarded toys.

Design Thinking Process : Defining - A Summary

The define phase of the design thinking process involves analyzing the information gathered in the empathize phase to define the problem and develop insights. Giggles defined the problem as the waste created by discarded toys and the high prices of educational toys. We also defined the solution as the reuse and sharing model to reduce clutter and prevent waste.

Giggles analyzed the insights gathered during the empathize phase and developed a mission to create the best online kids thrift store with thousands of items on consignment for babies

and kids. Our mission was to provide a platform for parents to sell their unused toys at excellent value and enable circularity like never before. We defined the solution as a circular economy model for toys, which could bring joy to other kids, prevent waste, and save the environment. Giggles also identified the importance of a user-friendly interface and developing of an app that had a minimalist theme and user-friendly UI.

Design Thinking Process : Ideating - A Summary

The third step in the design thinking process is to ideate and brainstorm solutions. Giggles aimed to address the three primary problems – boredom, increasing prices, and wastage – by creating an online marketplace that would allow parents to buy and sell preloved toys. We aimed to provide educational toys at affordable prices. By creating a marketplace that could address these issues, we hoped to encourage parents to buy preloved toys rather than new toys that are only used for a short period.

Design Thinking Process : Prototyping - A Summary

The fourth step in the design thinking process is to prototype and test the solution. We will create an online platform that would allow parents to buy and sell preloved toys. The platform would include a minimalist theme and user-friendly UI. Toys will be divided into various categories to enable circularity. We will also address the pitfalls of other online marketplaces, such as the time-consuming process of clicking pictures, writing descriptions, market research, pricing, price negotiation, messaging, and all that by simplifying the selling process.

Design Thinking Process : Testing - A Summary

The final step in the design thinking process is to test and iterate the solution. Giggles will test the online platform and receive feedback from users. We will continue to iterate the platform to improve the user experience and address any issues that will arise. We will also market the platform to parents, highlighting the benefits of buying and selling preloved toys.

The Problem Statement

The problem that Giggles aims to address is the issue of increasing waste and environmental harm caused by discarded toys, as well as the high cost of buying new toys for children.

The world has many problems like lack of clean drinking water, poverty, inequality, and environmental issues like waste. Toys also contribute to this waste, causing harm to the environment. Additionally, high prices for new educational toys create a divide among early childhood education.

HOW MIGHT WE Statement

How might we create a circular economy model for toys to reduce waste and increase accessibility to educational toys, thus bridging the gap in early childhood education?

Persona(s) of Key Users - A Summary

The primary users of Giggles are parents who want to buy toys for their children at a reasonable price and also contribute to environmental sustainability. The secondary users are those who want to sell their unused toys and earn some money.

A Persona Sample - Monica

One of the key personas for Giggles is Monica, a mother who wants to buy educational toys for her child but is deterred by the high cost of new toys. She is interested in buying preloved toys at an excellent value, and is also conscious of the impact of waste on the environment.

- Monica sees the high cost of new toys, and the impact of waste on the environment.
- Monica hears about Giggles as an online marketplace for preloved toys, and the benefits of buying and selling toys in a circular economy model.
- Monica says that she wants to buy educational toys for her child but is deterred by the high cost.
- Monica thinks that Giggles is a great solution to the problem of high toy costs and waste. She feels happy that she can find quality toys for her child at a lower cost, and is also proud that she is contributing to the circular economy and reducing waste.

Empathy Map : A Summary

The empathy map is a tool used in the design thinking process to help understand and empathize with the user or customer. It is a visual representation of the user's thoughts, feelings, behaviors, and environment, which helps to identify the user's needs, wants, and pain points.

For Giggles, using an empathy map can be very useful in understanding our target audience and designing products that meet their needs. By creating an empathy map, Giggles can gain a deeper understanding of our customers' emotions, behaviors, and challenges. This can help us identify areas where we can improve our products or services and create a more engaging and delightful experience for our customers.

IMPORTANT : User Personas and Empathy Maps

Two User Personas and Two Empathy Maps have been conducted and constructed and attached to the end of this report.

Attached to Report : User Personas and Empathy Maps



GIGGLES

USER PERSONAS

Planting smiles, growing giggles, and
harvesting love



Mother of a 3 year old kid



"Try as we might to buy wooden toys, or things that are a bit more durable, or that are better for the environment, my little girl loves plastic toys."

Samantha Sharma

Age	33 years old
Gender	Female
Studies	Fine Arts
Job	Photographer
Salary	₹60K - ₹75K
Location	Delhi, India

Background

Over the course of her childhood, Samantha played with many different toys, and now that she's a mother, she wants the same happy childhood for her kid.

Motivations

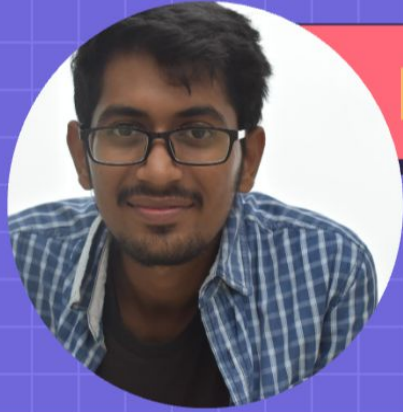
- Spending time with family
- Being outdoors
- Being Prepared
- Wants to do everything for her daughter

Frustrations

- Has a hard time keeping up with the never-ending demand for toys of her daughter.
- Hates that she's not able to afford expensive educational toys for her daughter

Needs

- Somewhere she can buy preloved toys in good condition and sell the toys which are no longer in use by her daughter.
- Help with playdates



High-school student



"I have so many unused toys that are just gathering dust in my closet. But I would never just throw toys away and let them end in landfills."

Sahul Mishra

Age	17 years old
Gender	Male
Studies	PCM
Job	Student
Family	Mom & Dad
Location	Mumbai, India

Background

Sahul is a high-school student who wants to pursue a career in app development. He cares for the environment and doesn't want the toys he loved as a child to end up in waste when they can be reused.

Motivations

- Having good grades
- Doing something for the environment and the society
- Being in groups with friends
- Eating food
- Earning free time

Frustrations

- Unused toys are taking up space in the closet and are gathering dust when some kid can play with them
- Not able to do enough for the society and the environment

Core Needs

A service where he can sell or donate his old toys, and he can be rest assured that they are not ending up as waste and some other kids actually play with them.

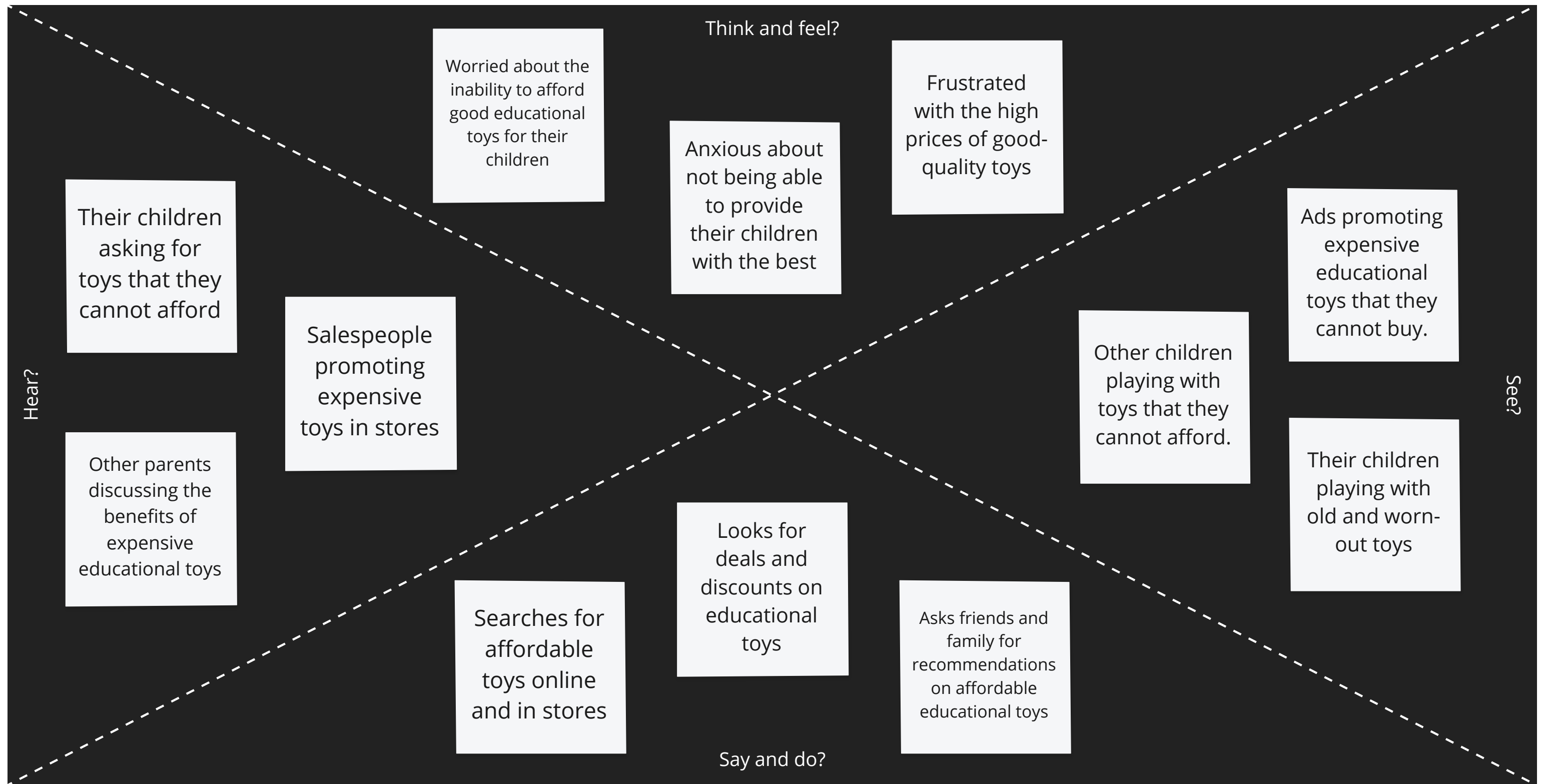


GIGGLES

EMPATHY MAPS

Planting smiles, growing giggles, and
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Empathy Map of a Buyer (Example - Samantha Sharma)



Pain

Guilt for not being able to afford good educational toys for their children

Unable to provide their children with the best toys

Disappointment in not being able to fulfill their children's desires

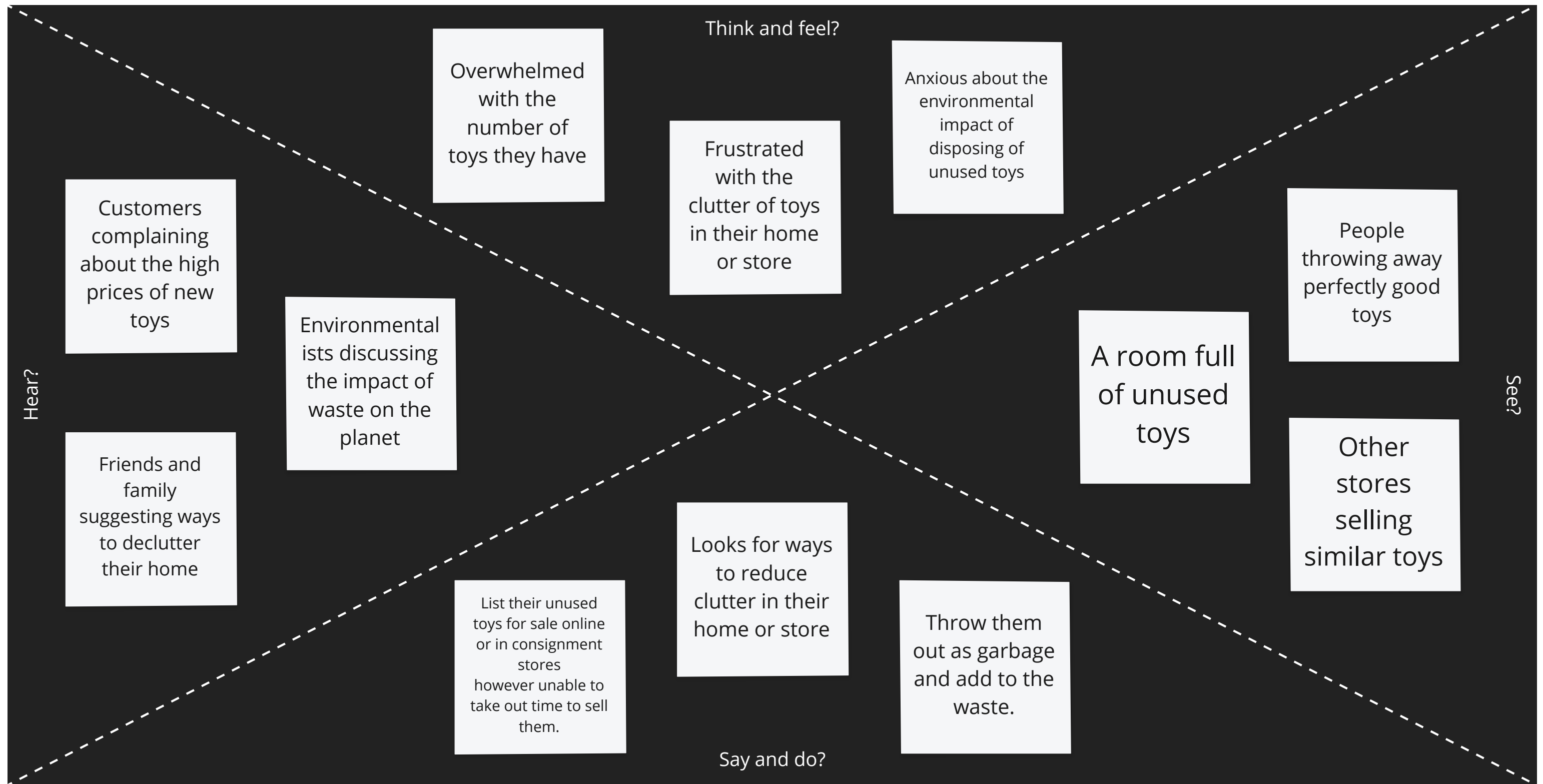
Gain

Relief in finding affordable educational toys for their children

Satisfaction in finding deals and discounts on educational toys

Happiness in being able to provide their children with good-quality toys

Empathy Map of a Seller (Example - Sahul Mishra)



Pain

Loss of money invested in unused toys



Overwhelmed with the number of toys they have

Fear of the environmental impact of disposing of unused toys

Gain

Extra money earned from selling unused toys

Reduced clutter in their home

Satisfaction in knowing their unused toys will be reused and not wasted