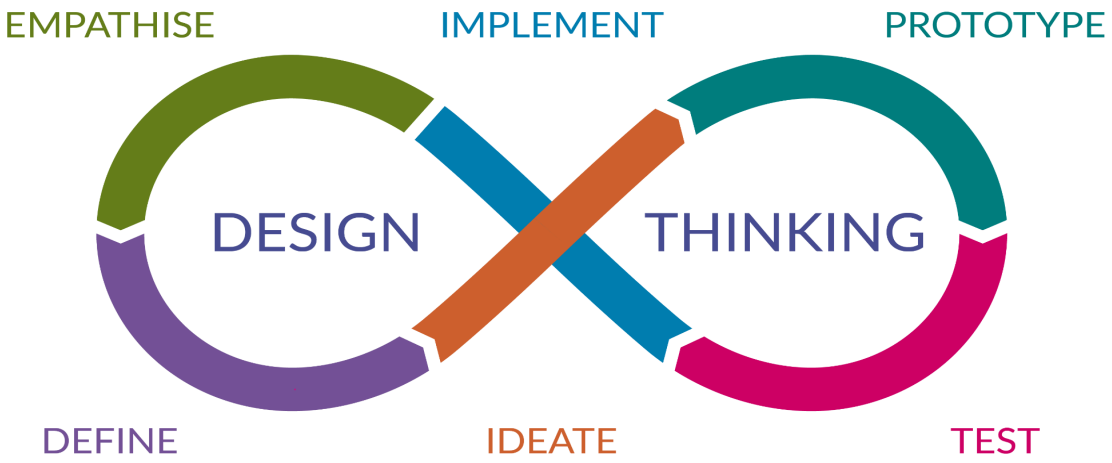
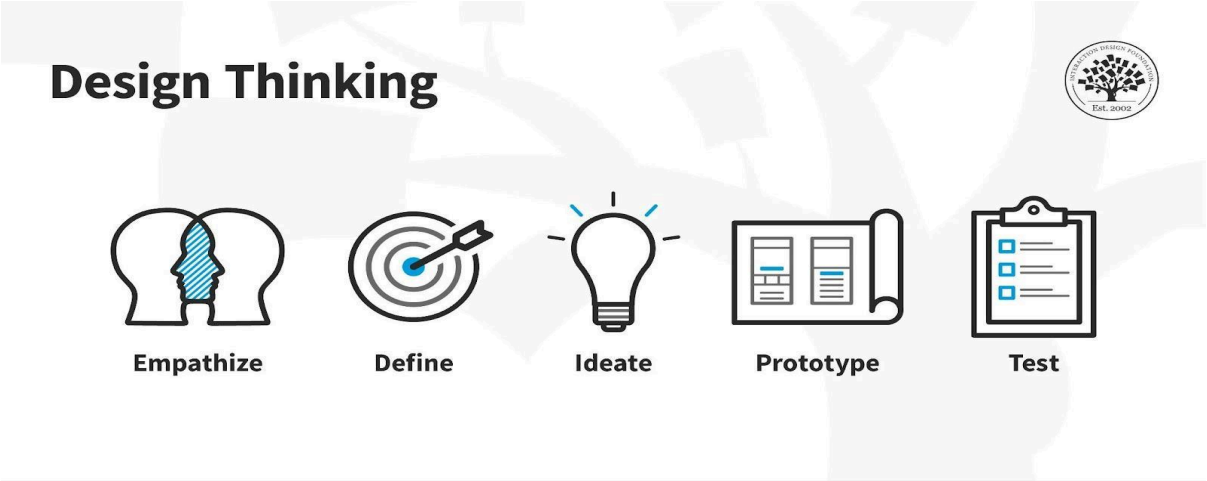
DESIGN THINKING OVERVIEW:

→ Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test.



→ Design thinking fosters innovation. Companies must innovate to survive and remain competitive in a rapidly changing environment. Generally design teams use design thinking to tackle the unknown problem in the system.

- **Overall process of Design Thinking**



Empathize:

Understand the needs, desires, and pain points of the target users.

Define:

Clearly articulate the problem and identify the user's needs.

Ideate:
Generate a wide variety of ideas to address the problem.

Prototype:
Create low-fidelity representations of the ideas to test with users.

Test:
Gather feedback from users to refine and improve the prototypes.

Benefits Of Design Thinking :

● Design Thinking Has A Lot Of Awesome Benefits.

● It Helps Us To Understand People Better, So We Can Create Products And Solutions That Really Meets Their Need.

● It Encourages Us To Think Creatively And Come Up With Innovative Ideas.

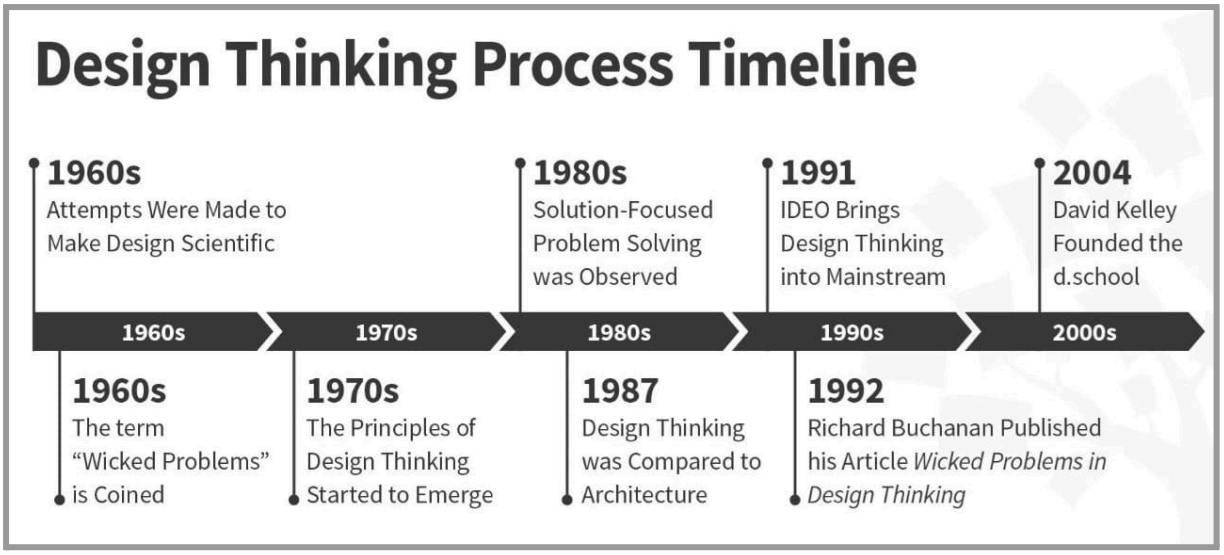
● It Also Helps Us To Solve Problems Faster Because We Test And Iterate Our Solutions.

● Plus, It's A Fun And Collaborative Process That Brings People Together To Create Something Amazing.

● So, The Benefits Are Like Having A Superpower That Makes World A Better Place.

History of design thinking :

→Design thinking has a rich and fascinating history, evolving from its roots in design methodologies to the widely adopted human-centred approach it is today. The journey was filled with ups and downs but ultimately led to growth and learning.



1. Early Seeds (1950s-1960s):

Psychological studies on creativity: Pioneering work by Alex Osborn and others laid the groundwork for understanding creative processes.

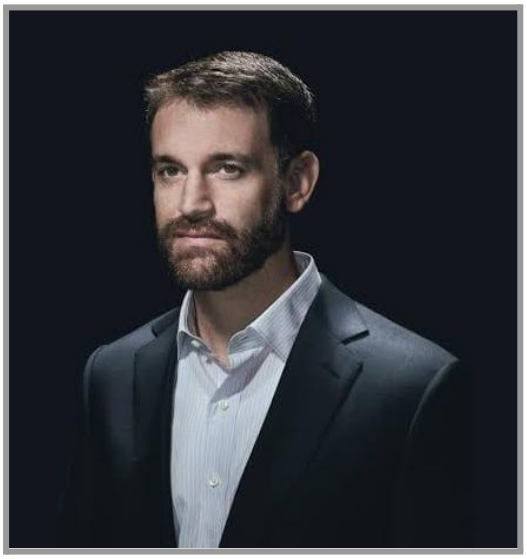
Name : Alex Osborn

Methods of design: Studies explored design processes across various fields, laying the foundation for structured approaches.

Wicked problems defined: Herbert Simon introduced the concept of complex, interrelated problems requiring iterative solutions.

2. Taking Shape (1970s-1980s):

Human- centred design emphasised : Designers like John Arnold focused on understanding user needs and designing solutions accordingly.



Name : John Arnold

Stanford d.school established: IDEO's (Industrial Design Engineering and Operations) David Kelley and Roger Martin brought design thinking to Stanford, fostering its academic exploration.

Problem-solving frameworks developed: IDEO's "design kit" and Roger Martin's "thinking in systems" offered practical tools.

3. Maturation and Spread (1990s-Present):

Global adoption: Design thinking gained traction in businesses, education, and social innovation.

Focus on empathy and iteration: Techniques like user research and rapid prototyping became central to the process.

Digital tools and resources: Online platforms and communities facilitated collaboration and knowledge sharing.

4. Today and Beyond:

Continuous adaptation: Design thinking continues to evolve, addressing new challenges and integrating emerging technologies.

social impact: The focus is on designing solutions that benefit all stakeholders and address global issues.