



Understanding Design thinking

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Understanding Shared Models in Team-Based Design





Explanation

- "A shared model is a common understanding or agreement among team members about the problem and the design solution. It's essential for efficient collaboration in team-based design projects. It ensures every member is working towards the same goal, reducing conflicts and misunderstandings."



Example

- "Let's imagine a team designing a new mobile app. They must all understand the app's goal, the target audience, the problem it's addressing, and the proposed features. This shared understanding would be their shared model."



Applying Theory and Practice in Design Thinking





Explanation

- "Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems, and create innovative solutions. It involves five stages: Empathize, Define, Ideate, Prototype, and Test."



Example

- "Consider Spotify's user-centric design. They noticed users were spending significant time curating workout playlists. In response, Spotify defined the problem , ideated , prototyped , and tested it with users. This iterative process exemplifies theory and practice in design thinking."

Exploring Presentation Designers Across the Globe





Explanation

- "Presentation designers are professionals skilled in visual storytelling, often assisting businesses in conveying their messages effectively. Globally, there's a rich diversity in design trends influenced by culture, business needs, and audience."



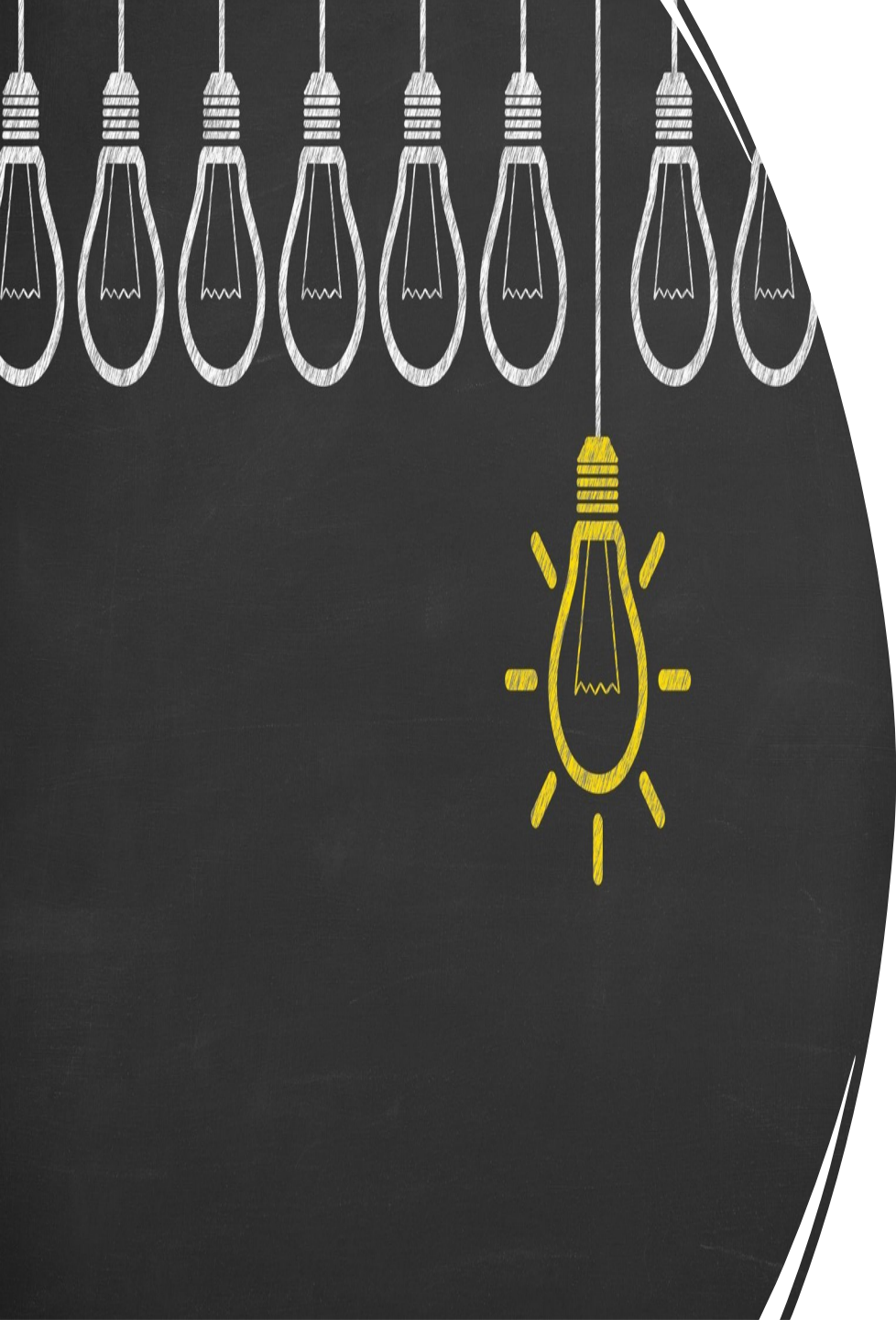
Example

- "For example, Japanese presentations often prioritize harmony, balance, and simplicity, reflecting their cultural aesthetics. In contrast, American presentations may use bolder colors and dynamic elements, reflecting a culture of innovation and energy."



Choosing Between MVP and Prototyping in Product Development





Explanation

- "An MVP is a version of a product with just enough features to be usable by early customers, providing feedback for future product development. On the other hand, a prototype is a preliminary model of a product used to test a concept or process or to act as a thing to be replicated or learned from."



Example

- "Dropbox started with an MVP - a simple video showing how the product would work, rather than a functional software. This helped gather user interest and feedback before fully building the product. On the other hand, Apple's first iPhone was extensively prototyped before it was launched to ensure it met the company's high standards."