Design Thinking

An Approach To
Creative Problem Solving

Presented By
Dr. Ankur Garg

Syllabus
for
Autonomous Course
B.Tech., Semester-1

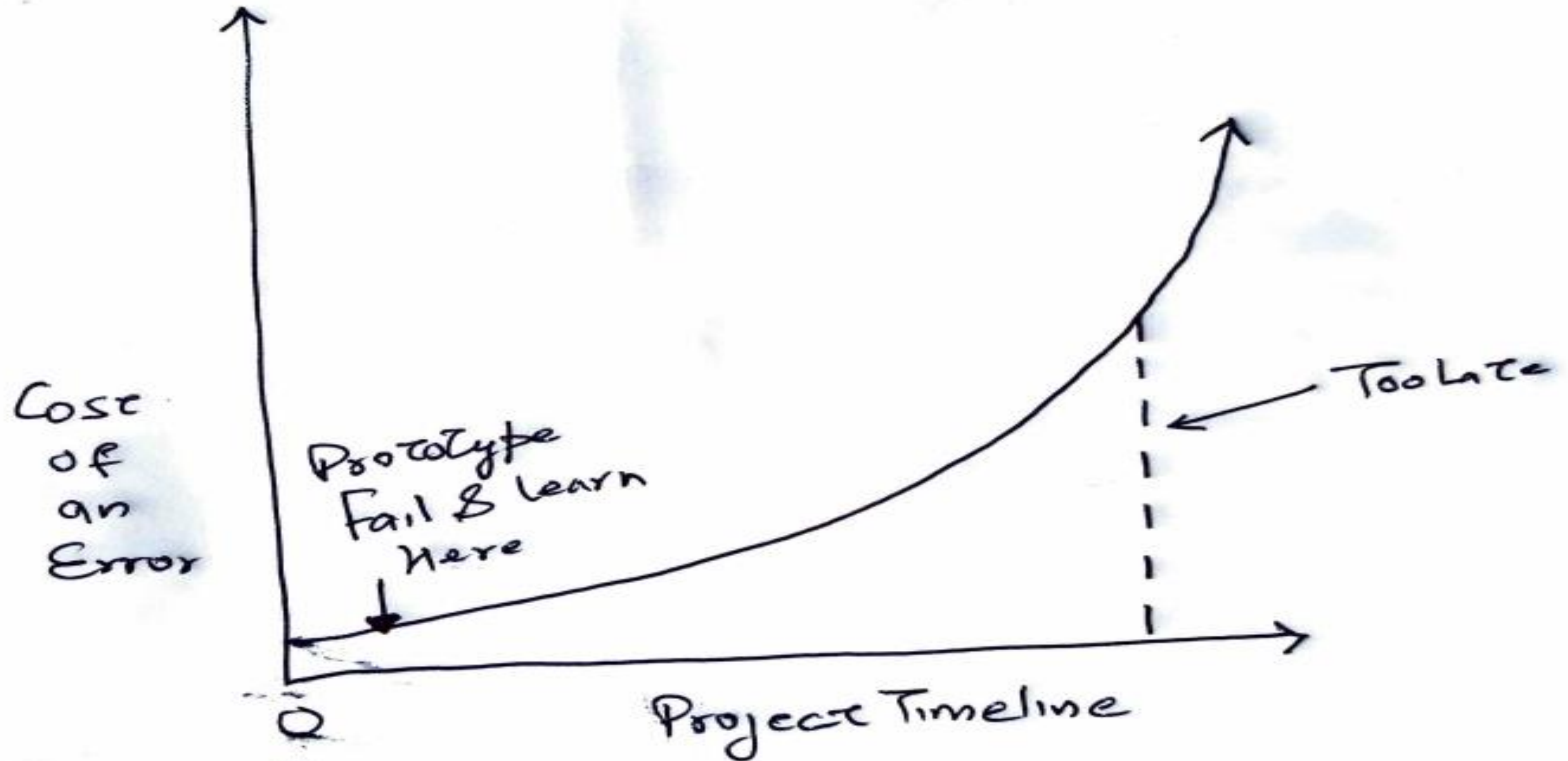| Theory Course Code	Theory Course Name	L	T	P	C
K24CSIT11	**Design Thinking**	1	0	0	1

Step 4: Prototype

Turn your concept into something concrete, tangible –something you can test.

Why????

To gain empathy; to explore; to test; to inspire. To test your hypotheses, to get you closer to your final solution.

Prototyping
Fail early, fail often!!!

1. Build a tool using the materials provided.

2. Test it with people in your group.

Step 5: Test

Test your concept with users using your prototypes.

Why?

To understand how users understand and use the concept. It is a way of continuing to gain empathy for your users and evaluate your solution.

Test what you built!

One person from a different group must now test picking up the pin with the oven glove and pin the pin to the board.
Pin!!!!

Capture Questions

Get the person testing your tool to ask questions about it.

Capture ideas

Write people's feedback down on post-its so you can improve your product.

Feedback Session (5 mins)

In your group, discuss and answer these 3 questions:

1. What worked well?

2. What didn't work well?

3. What could be improved upon?

In real life, Design Thinking is not a linear process.

You're constantly iterating, changing things, until you're happy with what you've created.

Key Highlights

Write down all your key highlights, key learnings or key moments from todays session.

Each person should present one key highlight to the whole group!

That's it for today

Dear Colleagues

Thank you so much
Happy Learning!!!

Persona

Background

Family background, education, childhood,

Motivation

What motivates the individual

Doubts / Fears

What are the doubts / fears faced by the individual

Challenges faced

Challenges faced by the person in dealing with his stakeholders

Aspirations

What this individual aspires to be / his vision

Construct a story while explaining the persona to your peers and document the insights ….

SCHOOL OF
DESIGN THINKING

चमकते रहना

Parvathi – RIN USER

Background

- Belongs to a middle class family
- Graduate in an arts college
- More than one sibling
- Could be a working woman or a home-maker or a recently graduated student

Challenges faced

- Needs a detergent within the budget that takes care of the clothes
- Spending too much money on detergents and other natural resources like water.
- Unable to portray her integrity and uprightness

Motivation

- Excellence in whatever she does
- Good feedback about her activities (either peers or neighbours or family)

Doubts / Fears

- She doubts that colleagues envy her & doesn't want to hand them any issue.
- E.g: A spot of dirt on cloth/uniform should not become a major embarrassment for her

Aspirations

- She wants to stand different from the crowd either in the neighborhood or at her workplaces
- Wants to make her parents and siblings proud

The Target User wants herself to be unique among her peer group & cherishes excellence in her field.

Padma - SURF EXCEL USER

Background

- Financial background is Upper middle class & elite economy class of the society
- A post-graduate in a reputed institute
- Has travelled abroad for holidays
- Residing in upmarket locations , gated community locations of city
- Has kid(s)

Challenges faced

- Though she would love her kids to play in open, she would definitely not scold them for soiled clothes. She would keep on encouraging them . She has clothes for her kids in abundance & necessary best-in-class washing machine available.

Motivation

- Liberty for kids & Freedom to try new things which are beneficial for kids' learning motivates her.

Doubts / Fears

- She feels that nowadays kids don't get involved in physical games & activities. She fears they may never get exposed to benefits of outdoor games, develop sportsmanship etc.

Aspirations

- She aspires to be a caretaking mother & wants to give freedom to her kids to enjoy the nature, play outdoor games, develop more friends etc .

The Target User cherishes freedom for her kids & wants to look supportive in helping her kids to get their hands dirty in exploring variety of things.