

Pre-class assignment:

1. Tim Brown (2008) Design Thinking, *Harvard Business Review (HBR)*, 86(6):84-92, 141.
2. [Online video] 5-Steps in Design Thinking Process (<https://www.youtube.com/watch?v=-ySx-S5FcCI>), Jan 2020, InVision.
3. [Online video] ABC Highlight – IDEO Shopping Cart (<https://www.youtube.com/watch?v=M66ZU2PClCM>) , 2010, IDEO Design Group.

Based on the article [1] and the video [2][3], elaborately answer the following questions:

1. Design Thinking (DT) is described by Brown in [1] as a process that must pass through three phases. Then, DT has been evolving and become in more refined model as the 5-steps Design Thinking Process shown in the video by InVision. Describe the similarity between the DT process defined by Brown [1] and InVision [2].
2. The step called 'Ideation' is a very important and crucial part in Design Thinking. Elaborate this 'Prototype' step and explain how it should be executed in order to offer effective solutions.
3. Aravind Eye Care System, founded by Dr. Venkataswamy Aravind, is one of the biggest eye care provided in the world [1]. Aravind's approach towards establishing the Eye care system is viewed to be in some way 'inherit' the Edison's world view of electric power system invention. Discuss the similarity of the design approach taken by Aravind and Edison.
4. Outline the steps taken by Bank of America developing its product – Keep the Change. Also elaborate what has inspired the design team to propose the product.
5. Share you view on the main difference between the Design Thinking and conventional design approach in designing solutions. Also give your views on the important factors that should be considered in Design Thinking approach to ensure effective solutions can be proposed.
6. Based on the IDEO [3], multi-disciplinary team formation is one of the requirements to ensure successful design. Elaborate these points in context of design.
7. In the process of Design Thinking, explain how a lawyer and a doctor can contribute in term of the design.

* The answer given should be explained well highlighting your point of view. Do not limit the answer to single perspective but rather views from different interpretation are welcome.

* This assignment should be **submitted in the e-learning before joining the GLRB 0010 Design Thinking for Entrepreneurship class. The answer should be in pdf format.**

* The class will be conducted via Zoom. The link will be provided in the e-learning announcement.