Assignment 1 - 25 marks

Identify the product from your daily use which you think has been designed using Design Thinking Principles.

Explain in detail the following –

1. Product name, product photo – 2 marks
2. Identify the target market - 8 marks
   1. Country,
   2. Consumer
      1. Gender
      2. Age
      3. Income group
3. Identify the Voice of the consumer, their needs, requirements, expectations from the product – 8 marks
4. Explain how well the product delivers the consumer’s needs - 7 marks