

Design Thinking

These are notes on the topic of ***Design Thinking*** accumulated mainly from MIT



DESIGN THINKING

- Design thinking is a creative and systematic approach to problem-solving by placing the user at the center of the experience
- It enables organizations to ideate better, develop new approaches to innovation, fabricate insights and concepts; and ultimately helps meet customers' needs more effectively

In collaboration with  MIT MANAGEMENT
EXECUTIVE EDUCATION

Image-1

Design thinking is a powerful process of problem solving that begins with understanding unmet customer needs. From that insight emerges a process for innovation that encompasses concept development, applied creativity, prototyping, and experimentation. When design thinking approaches are applied to business, the success rate for innovation improves substantially.

Image-2

MIT's approach to Design Thinking

The overarching framework to build successful product

- Address real customer needs (be desirable)
- Win at the implementation (be technically feasible)
- Be worth the investment (be viable, and preferably profitable)

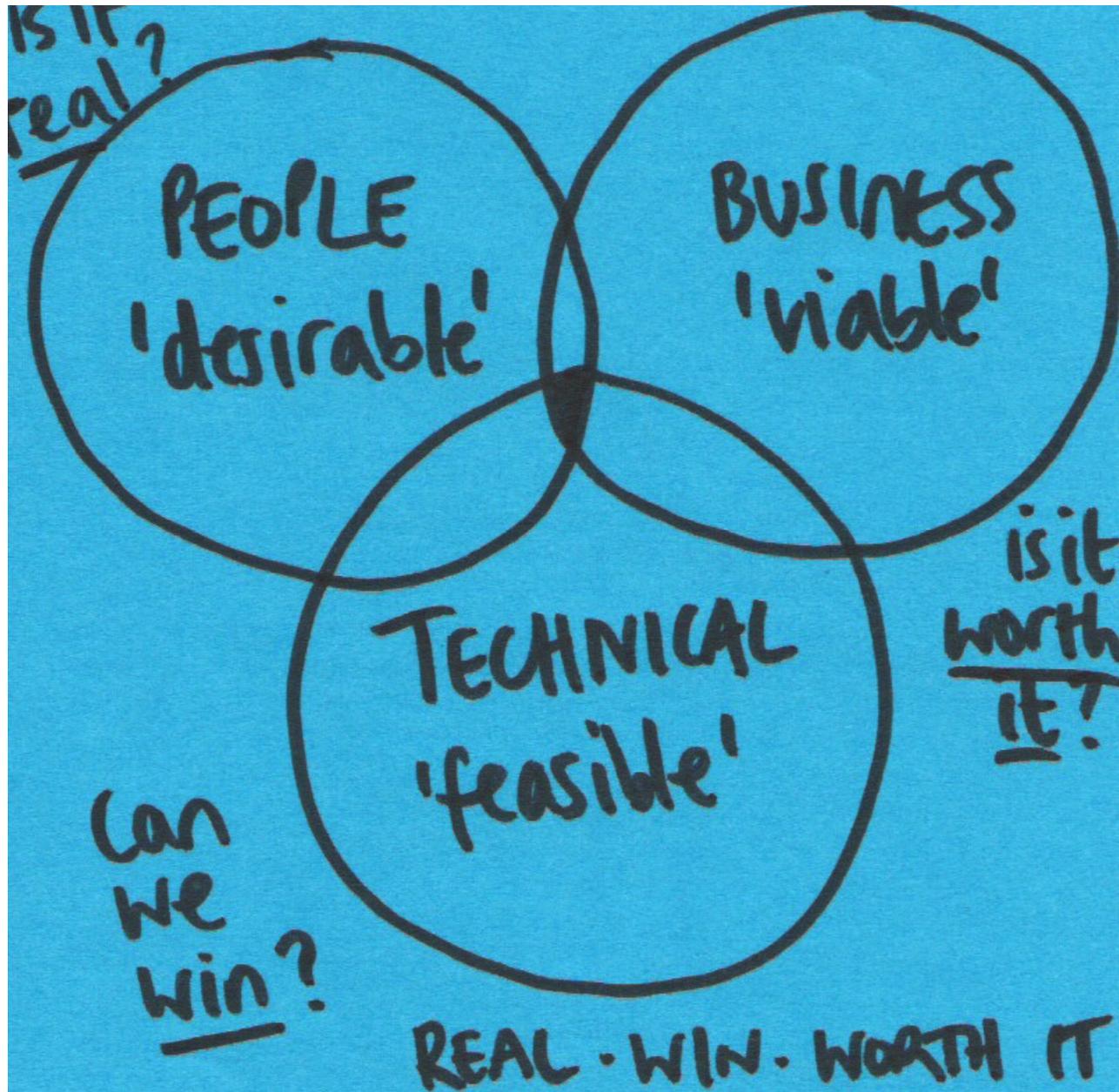


Image-3

The Process

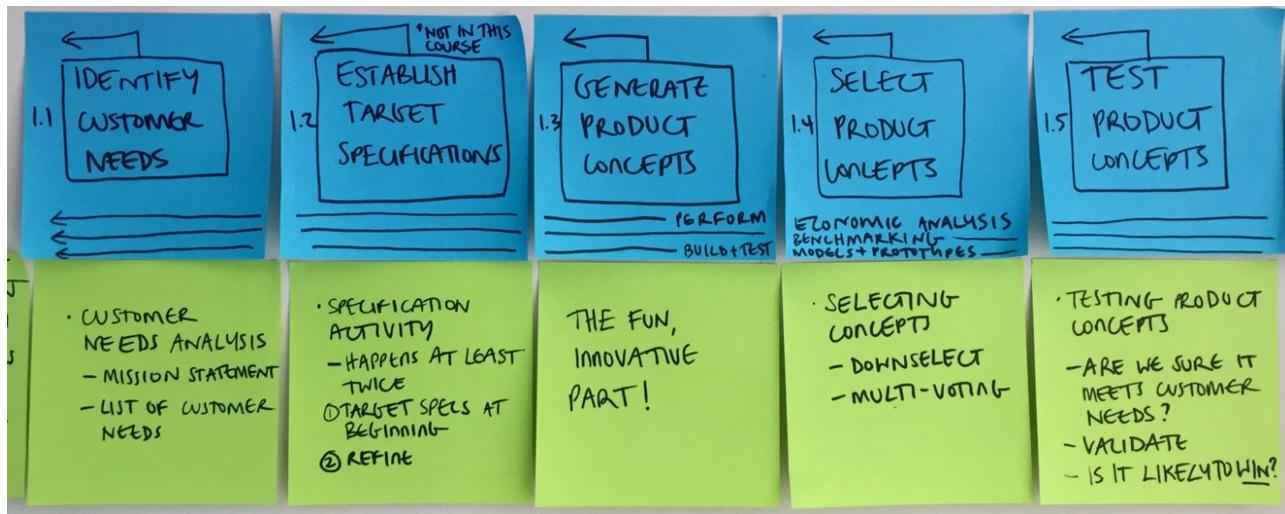


Image-4

References

- Image-1 https://www.youtube.com/watch?v=GmB97U2v4tY&ab_channel=Emeritus
- Image-2 <https://executive.mit.edu/course/mastering-design-thinking/a056g00000URaa4AAD.html>
- Image-3, 4 <https://medium.com/ux-qatar/mits-approach-to-design-thinking-e301fcf2a82a>