

# Design Thinking

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## Design Thinking is a vehicle for the Innovation.

Design thinking is a Human-Centered approach being used by innovators and business leaders across the globe to solve complex problems. Design Thinking is a mindset, creative approach and iterative process to Innovation which integrate people's desirability, technological feasibility and business viability. The best way to learn Design Thinking is by "DOING & PRACTICING" it.

In these unprecedented times of rapid transformation, industries and businesses require the employee who possesses innovative, out of the box thinking mindset and multidisciplinary knowledge to solve the complex problems of businesses. **Design thinking combines both creative and critical thinking mindset required for future job roles and to hone creativity and innovation skills needed for Innovation.**

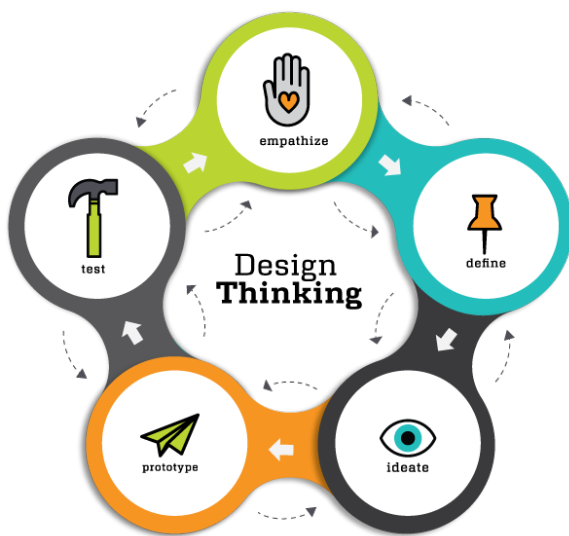
Design Thinking is an iterative, experimental, non-linear and hands-on approach having lots of contextual and relevant tools and techniques for solving complex problems. It involves divergent – convergent mindset which involves analysis and synthesis to identify the right problems and solve them innovatively. It is a contextual and not a template-based approach, can be applied to various fields/domains to solve uncertain and complex problems.

Design Thinking is used by world's leading MNCs such as Apple, Samsung, Google, PepsiCo and unicorn start-ups like AirBnB, Uber, Oyo as well as it is being taught by leading universities worldwide such as d.school at Stanford, Harvard, MIT as well our IITs and leading universities, to name a few.

There are various models for design thinking process available on internet to use. As per Stanford d.school model, design thinking has 5 stages as described here:

**Empathise:** Understanding the needs of users. Empathise with others mean feeling the same way others feel, wear their shoes to feel their pain. Empathy stage involves

Observation, Immersion and Engagement with the users and stakeholders to identify their real pain points, needs, aspirations and problems.



**Define:** Articulate the user's needs and pain points through problem statement. During this stage, we synthesize the data and information that we have collected from user research through empathy stage.

**Ideation:** This is the stage where miracle happens as it involves generating ideas to solve the problems of your user. Initially, in ideation, quantity is more important than the quality. You need to think, generate

and collect ideas as diverse as possible, small-big, good-bad, crazy ideas, don't worry about the feasibility and usability of these ideas at this stage.

**Prototype:** After ideation, we use various tools to converge and conceptualize the ideas generated during ideation stage. Then we prototype couple of final ideas/concepts to test with the users. Here, we prepare low fidelity and rough prototype to validate and test our ideas, designs assumptions to further iterate them.

**Test:** Once we prepared the prototype then we show our prototype to users and get the feedbacks. Feedbacks are gift and failure means we just need to tweak something in our prototype to refine it.

Though these steps look linear, but we need to understand that these steps are to find deeper understanding of the user's need, define them correctly and how innovatively we can solve their problems to make our solutions viable in the market. Hence, Design thinking is iterative, non-linear, human-centred, creative and contextual process.

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