Institute of Computer Technology

B. Tech Computer Science and Engineering

Subject: Entrepreneurship Development (2HS309)

**Assignment-1**

1. **What is Design Thinking? How it can be useful in Entrepreneurship or start-up?**

**Ans.** Design thinking is a technique or an approach used/ practiced by innovators and businessmen all around the world to solve unsolvable problems. Design thinking is an iterative process in which we seek to understand the user, his needs, his challenges, and we solve it and try to identify alternative plans and solutions that might not be common solution. The best way to learn design thinking is by “Doing and Practicing” it.

Design thinking provides a solution based approach to solve problems. It is a way of thinking and working as well as a collection of hands on methods. Design thinking requires a set of minds and hands to work on certain topic/problem to get the solution. 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 used by MNC companies such as Apple, Samsung, Google, Coca Cola, and unicorn start-ups like AirBnB, Uber, OYO as well as it is being taught by leading universities such MIT, Harvard, and as well as in our IITs and some leading universities.

There are basically 5 stages in Design Thinking. They are as follows: -

1. Empathise
2. Define
3. Ideate
4. Prototype
5. Test

It can be useful for Entrepreneurship or any start-up as it helps us to think different than others. It helps us to ideate and observe in a way that most people forget to observe. It helps to provide us unique solutions that are different than others and it increases the success rate of start-up compared to others.

1. **(a) Explain your project in brief.**

**Ans.** Our project is based on E-commerce/ shopping online. The time of pandemic changed lives of everyone. Making it hard for everyone to go for shopping outside even when there were crises. E-commerce makes it easy to purchase things online and they can also get delivered to homes. Our goal is to provide products to consumers and give them the unique and personalized experience by sending a personalized letter or engraving addressed to customer on their respective products. As a customer we always expect something more from the sellers and be always need a user experience to be unique and comforting. This is the reason why apple products are highly loved by their customers despite of some flaws.

**(b) Which stage of your design research was/were very difficult and WHY? - Secondary Research, Observation, Empathy or Define.**

**Ans.** The difficult part of our design to think about the problems faced by consumers. The secondary research and observations part was hard as it contained observing the experience of each and every individual and compiling their different opinions.

1. **Describe any case study or example about startup worldwide in which you can relate your learnings from the introduction to Entrepreneurship and Design Thinking sessions.**

**Ans****.**The case study below is of a small company named **“Diamond Candles”.** This is best example of connecting with customers and making profit out of it.

**Introduction: -**

Diamond Candles is a company that offers scented, soy based candles that have a ring at the bottom. This has resulted in their customers spreading word-of-mouth about them due to the excitement of potentially winning the prize.

Instead of purchasing ads online to drive sales to their business, their predominant marketing strategy has been to utilize referrals and social media by making customer post pictures of their products which resulted in free ads.

**What They Did to Succeed?**

* The key strategy behind their success has been user-generated content by its customer base i.e., the engagement of the customers with their products.
* Without spending a single cent on ads, these photos grew the company’s Facebook Fan Page to 469,661 fans while also boosting their product page conversion rate by 13%.

Knowing that more customer-contributed photos essentially made them more successful, they then created an environment of encouraging their customers to share more photos and promoting their brand.

**Here is what they did:**

* A call-to-action found on the candle urging customers to take a photo with the ring and share it on social media, exposing their brand to even more potential customers (for free)
* Giveaways that encourage customers to create and share images for a chance to win free products, developing customer loyalty
* Share all the photos gathered on social media, creating an impression that it is normal to share Diamond Candle-related photos

**Conclusion**

Your customers are your greatest ambassadors. Find a way to incentivize them to spread word-of-mouth for you. This not only increases your reach to potential customers but also improves customer loyalty.