PRACTICING INNOVATION WITH DESIGN THINKING

A creative approach to problem solving and innovation

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![IIMU - भारतीय प्रबंधन संस्थान उदयपुर - Indian Institute of Management Udaipur]

SESSION 1

COURSE INTRODUCTION

- This course is focused on building 'practitioner skills', emphasizing on solving real problems.

- This is only about 'learning by doing' and the course is designed in a workshop format.

- These workshops demand your creativity and action, emphasizes to work in teams.

- This is a unique and ideal course that will bring the best in your creative ability, through empathy, synthesis, ideation and prototyping that you will discover, experience and practice in every session.

EVALUATION CRITERIA

Individual Assignments (60%)

- Individual: Pre-reading and 1-page deliverable of students' understanding of what Design Thinking is and what it can do for innovation: 10%

- Individual: quizzes: 2 x 10% each = 20%

- Individual: post-final presentation 250 words on learnings from the course = 10%

- Individual contribution to the team (teamwork), based on faculty observation and 360-degree peer review = 20%

Group Assignments (40%)

- Group: evaluation of the process followed during the research, synthesis and ideation stages = 20% (based on face to face and discussions with faculty)

- Group: evaluation of the prototype during final face to face interaction = 20%

COURSE-WORKSHOP FLOW

1. Course Introduction

2. Introduction to Design Thinking

3. Ultra-Short Project 1

4. Ultra-Short Project 2

5. Short Project 3

6. Final Presentation
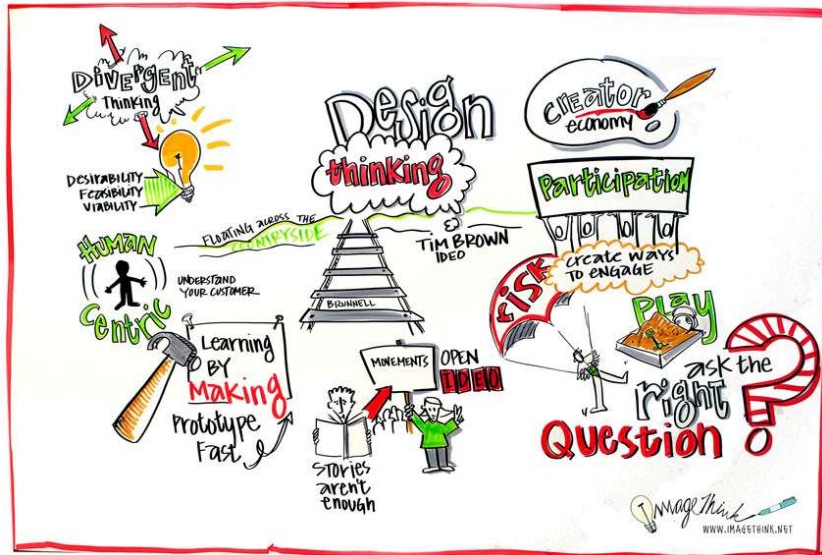
INTRODUCING DESIGN THINKING

Design transforms people, organizations and society

OBJECTIVE

This workshop is intended to let you *experience* the ***problem-solving process*** and ***practice of innovation*** through the ***Design Thinking*** approach

WHAT TO EXPECT?

- You will learn the concepts, process and values of Design Thinking

- You will work in teams on three projects (two ultra-short and one short) to solve a few Design Challenges and develop a 'prototype' solution/service

- This is a workshop-based course for beginners

BREAK YOUR CONVENTIONAL PRACTICES

- Hang in there! And immerse yourself in the process, even if it might feel odd at times

- Active participation by everyone

- Defer judgement

- The goal is not to agree – it is about hearing and exploring divergent perspectives

- Be conscious of body language and nonverbal responses

- Please – no cell phones

- Use laptops when told

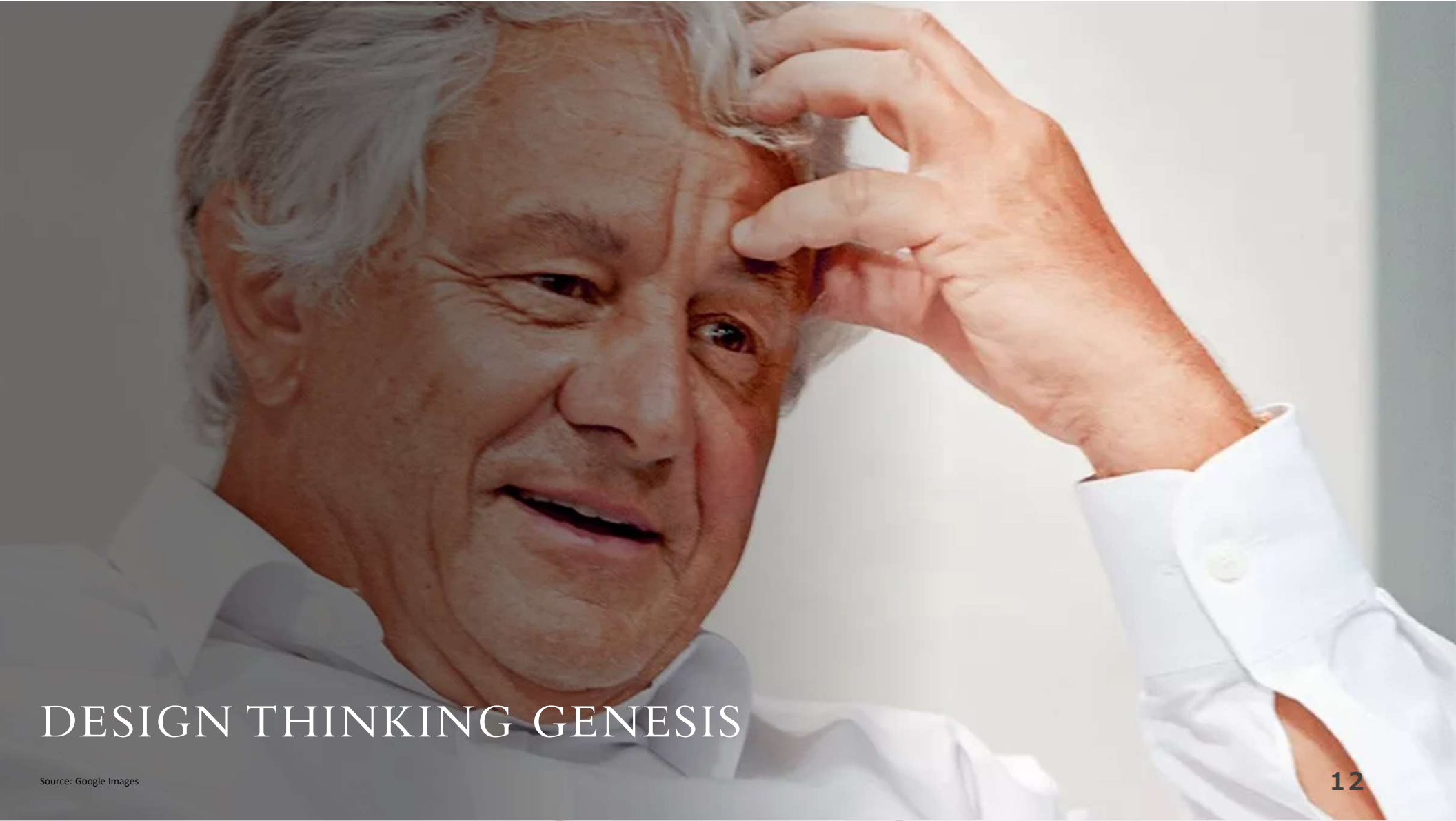- Agenda and time at Facilitator(s) discretion

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WHERE DO YOU THINK

DESIGN THINKING

BECOMES APPLICABLE?

WICKED PROBLEMS

PROBLEM*

WELL-DEFINED

ILL-DEFINED

WICKED
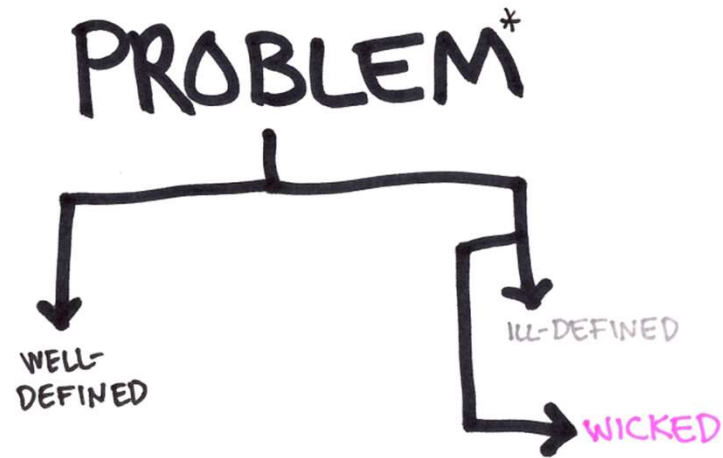
* THORNDIKE, 1931: PROBLEM = WHERE THE ACTIONS NECESSARY TO ATTAIN GOAL(S) ARE NOT OBVIOUS.

DESIGN THINKING GENESIS

DESIGN THINKING IS CERTAINLY IN THE NEWS

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DESIGN THINKING IS CERTAINLY IN THE NEWS

DESIGN THINKING IS CERTAINLY IN THE NEWS

Harvard Business Review
THE EVOLUTION OF DESIGN THINKING

WIRED

IBM's Got a Plan to Bring Design Thinking to Big Business - Jan 21, 2016

The New York Times

Want to Find Fulfillment at Last? Think Like a Designer – Sep 17, 2016
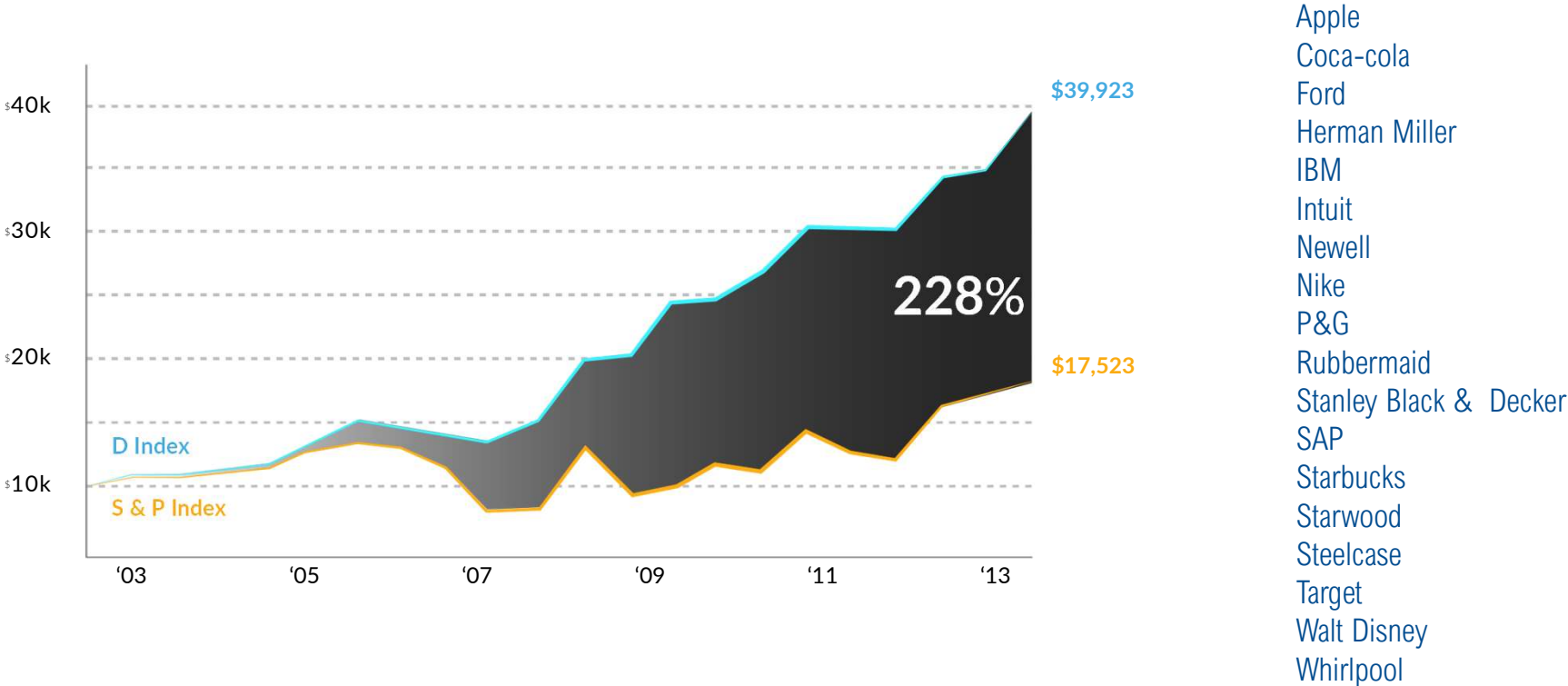
McKinsey & Company

Ten Principles of Design Thinking That DeliverBbusiness Value – Dec 8, 2017

·HAKUHODO·   **IDEO**

Hakuhodo DY Acquires Stake in IDEO

IDEO kyu

KPCB | Ventured   Wednesday, March 16, 2016
Design in Tech Report 2016
For all of us who use a computer or mobile device, great design is changing how we live and work. John Maeda's report helps explain why.

CO.DESIGN
6 MINUTE READ | INNOVATION BY DESIGN
Design Thinking Shakes Up The Beige World Of Enterprise Software

SAP

BusinessWeek
THE POWER OF DESIGN

OVER TEN-YEAR PERIOD, DESIGN LED
FIRMS OUT PERFORMED S&P BY 228%

$40k

$30k

$20k

$10k

D Index

S & P Index

'03   '05   '07   '09   '11   '13

$39,923

228%

$17,523

Apple
Coca-cola
Ford
Herman Miller
IBM
Intuit
Newell
Nike
P&G
Rubbermaid
Stanley Black & Decker
SAP
Starbucks
Starwood
Steelcase
Target
Walt Disney
Whirlpool

Source: DMI

NOW, WHAT IS YOUR DEFINITION

OF DESIGN THINKING?

DESIGN THINKING

A HUMAN CENTRIC APPROACH TO PROBLEM SOLVING AND INNOVATION

WHAT IS DESIGN THINKING?

Source: School of Design Thinking, Hasso Plattner Institute
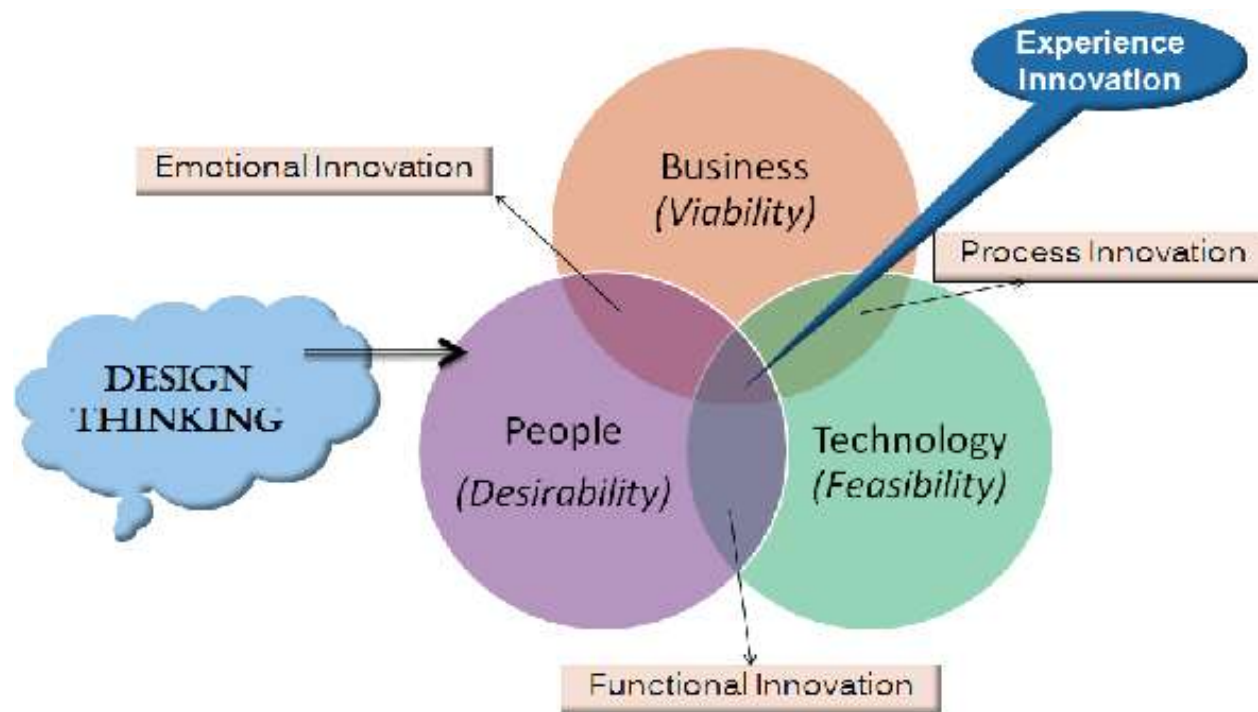
DESIGN THINKING COMPONENTS

Source: School of Design Thinking, Hasso Plattner Institute
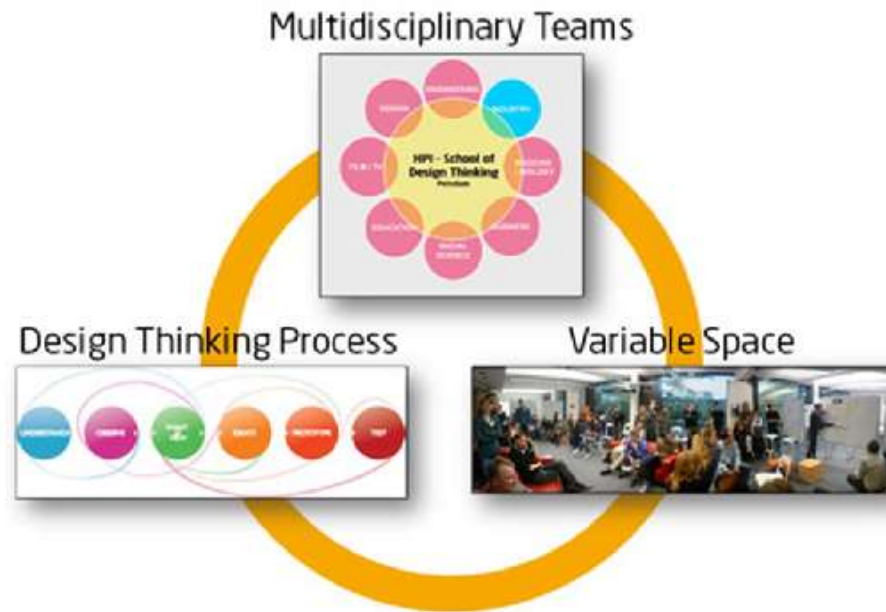
MULTI DISCIPLINARY TEAMS

VARIABLE SPACE
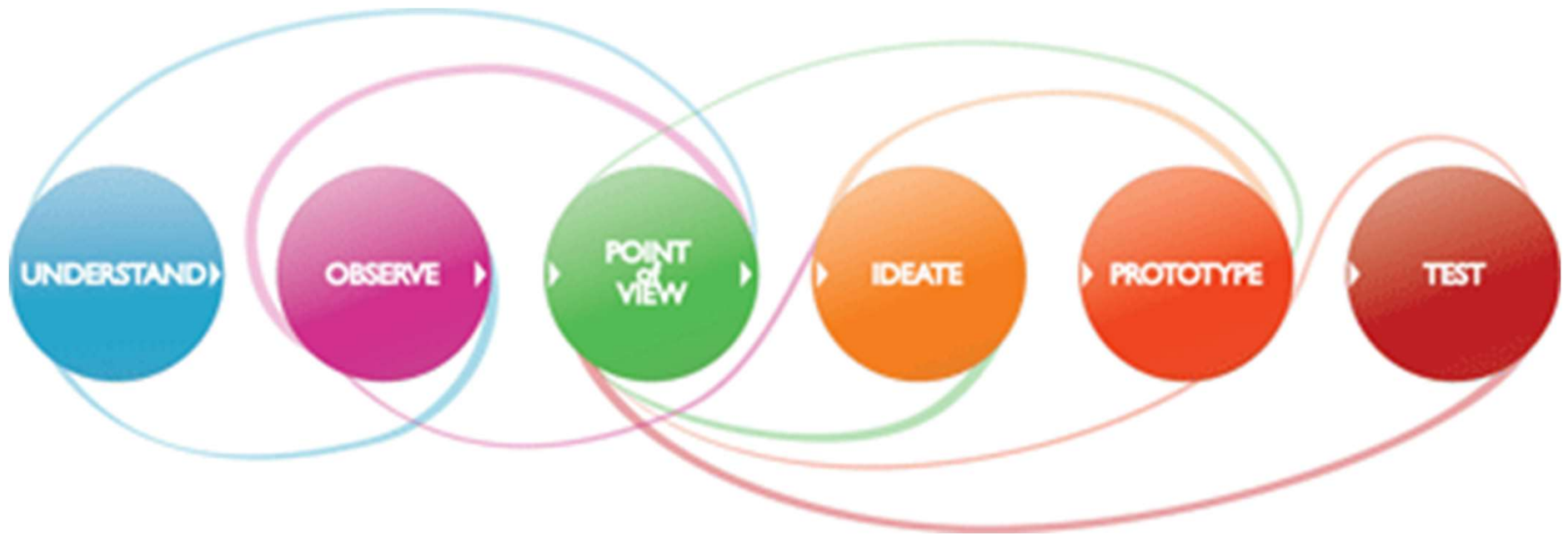
DESIGN THINKING PROCESS

DOUBLE DIAMOND APPROACH

Source: d.School, Stanford
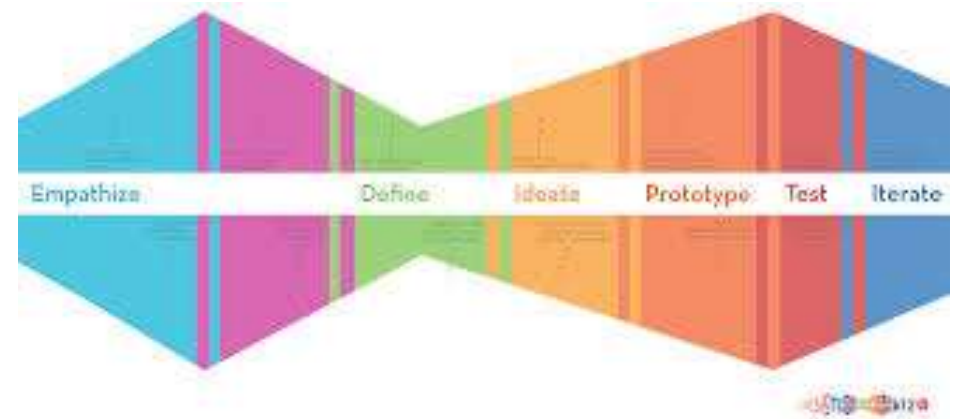
CORE VALUES AND MINDSET

- Practice Empathy

- Think Integrative

- Embrace Diversity

- Prototype to fail early and often "Make to think"

- Value Multidisciplinary Teamwork

- Seek Inspiration from Users

- Overcome structural and functional fixedness

- Accept Ambiguity

THANK YOU