



SNS COLLEGE OF TECHNOLOGY

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

COURSE NAME : 23GEB101–DESIGN THINKING AND INNOVATION

I YEAR / I SEMESTER

Unit 1 - INTRODUCTION TO DESIGN THINKING

Topic : A brief introduction to design thinking and innovation



Design Thinking



- Design Thinking is a problem-solving approach that focuses on empathy, creativity, and experimentation to develop innovative solutions.
- It involves five stages namely
 - Empathy
 - Define
 - Ideate
 - Prototype
 - Testing

"Design thinking is not just about design; it's about thinking."



Design Thinking



5 stages of design thinking are as follows

1. Empathize: Understand users' needs, pain points, and perspectives.
2. Define: Define the problem statement and identify key challenges.
3. Ideate: Generate diverse ideas through brainstorming and collaboration.
4. Prototype: Create tangible solutions for testing and feedback.
5. Test: Refine and iterate based on user feedback and results.



Innovation tools



1. Mind Mapping
2. SCAMPER (Substitute, Combine, Adapt, Modify, Put to Another Use, Eliminate, and Rearrange)
3. SWOT Analysis
4. Business Model Canvas
5. Service Design Blueprints

Benefits:

1. Encourages creativity and innovation
2. Enhances user experience and satisfaction
3. Fosters collaboration and cross-functional thinking
4. Reduces risk through iterative testing
5. Drives business growth and competitiveness



Real-World Applications

1. Product development
2. Service design
3. Business model innovation
4. Social impact initiatives
5. Organizational transformation



Inspiring quotes for each stage of design thinking

Empathize

1. "The most important thing in communication is hearing what isn't said." - Peter Drucker
2. "You can't connect the dots looking forward; you can only connect them looking backward." - Steve Jobs
3. "Listen with the intent to understand, not the intent to reply." - Stephen Covey
4. "People ignore what they don't understand." - Michael Porter



Contd..



Define

1. "A problem well-stated is a problem half-solved." - Charles Kettering
2. "The best way to get good ideas is to get a lot of ideas." - Linus Pauling



Contd..



Ideate

1. "Imagination is the beginning of creation." - George Bernard Shaw
2. "Think outside the box, but don't forget the box is there." - John Sculley
3. "Innovation distinguishes between a leader and a follower." - Steve Jobs



Contd..



Prototype

1. "Don't worry about failure; worry about the chances you miss when you don't even try." - Sherman Finesilver
2. "The fastest way to learn is to teach." - Caeli Hills
3. "Experimentation is the lifeblood of innovation." - Scott Cook
4. "You don't learn to walk by following rules. You learn by doing." - Elliot Eisner
5. "Mistakes are the portals of discovery." - James Joyce



Contd..



Test

1. "Testing is the best way to learn." - Steve Blank
2. "Feedback is the breakfast of champions." - Ken Blanchard



THANK YOU