

## Importance Of Imparting Design Thinking Skills Training

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*Abstract: Today we are living in a world, where technology drives the quality of life. Customization and complete solution have become the order of the day. Every product we use has a conceptual frame work with which the product operates and offers its benefit. In order for the product to deliver maximum benefit and take into account the technology advancement, the design of the product should move from customized process to participatory process. A best product in the market is consumer driven, where the end user could feel the maximum benefit and core values of the product. The need for imparting design thinking skills training becomes an important element of one's skill development process. The following article will explore the important dynamics and productivity improvement parameters through imparting design thinking skills to college students during their academic study as a value added training.*

### 1.0 INTRODUCTION

#### DESIGN THINKING DEFINED

Design Thinking is a methodology used by designers to solve complex problems, and find desirable solutions for clients. A design mindset is not problem-focused; it's solution focused and action oriented towards creating a preferred future. Design thinking seeks to build ideas up, unlike critical thinking which breaks them down. Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be, and to create desired outcomes that benefit the end user (the consumer).

"Design thinking can be described as a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity."  
– Tim Brown CEO, IDEO. (Source: <http://www.creativityatwork.com/design-thinking-strategy-for-innovation/>)

From the above definition one can understand that design thinking is a process in which the designer or the product specialist anticipates the need of the consumer in accordance with technical feasibility and commercial viability. The process of anticipating the

need of the consumer at the stage of converting an idea into design gives ample scope for a complete consumer specific product which has a greater commercial viability.

#### 2.0 UNDERLYING THEORY

The fundamental question here is how a design can anticipate the need of the consumer right from the idea stage. The primary response for the above question is the designer has to be trained to design keeping in mind the consumer need and simultaneously take the advantage technology and validate the commercial viability. Keep in mind the above a research work was carried out to understand the mind set of students studying in various courses especially the engineering programme on their ability to welcome design skills as a training programme to enhance their ability to design a product keeping in mind the consumers need and extensive literature review was also conducted to arrive at a meaningful conclusion

#### 3.0 REVIEWS

1. Whatever any man does he first must do in his mind. whose machinery is the brain? The mind can do only what the brain is equipped to do, and so man

must find out what kind of brain he has before he can understand his own behavior.

-Gay Gaer Luce, PhD, and Julius Segal Sleep

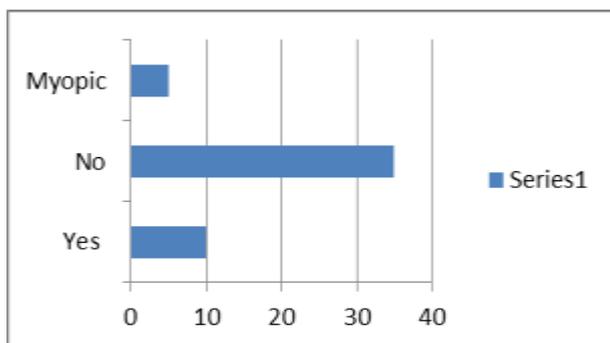
2. The different ways of thinking are visual, auditory and feelings, a right kind of product is one which gives an optimization of all the three thinking to the consumer when he buys and use the product. Right from the idea stage a product has to be shaped using these three types of thinking to ensure consumer enlightenment. as a designer or product specialist you may be already influenced to think on any one kind of thinking predominately and a possibility of bias always exist in the outcome, thus keeping the consumers need in mind the bias can be avoided to major extent and this will help the product to be designed keeping the preferences of the consumer

3. The brain analysis patterns and inputs at every level, people can interpret from various incidents they receive consciously and subconsciously sometimes these incidents play a major role in preconditions one solutions there by not allowing them to arrive at an optimal decision these kind of preconditioning most of the times kills the creative thinking ability there by not allowing them to arrive at a meaningful interpretation of the idea to a product or solution

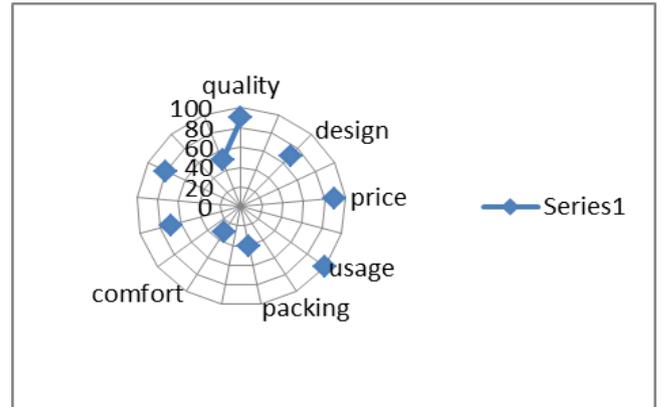
#### 4.0 RESPONSE FROM SELECTED TARGET SEGMENT

In order to understand the importance of imparting design thinking skills training, we chose selected target group comprising of design engineers, product managers, students ( Engineering & Arts & Science), trainers and circulated a questionnaire and more than 50 respondents gave their filled response to the questionnaire and on analysis we found the following.

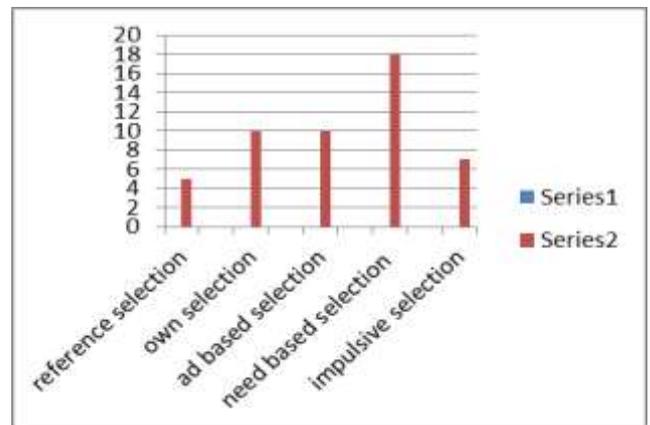
##### 1. HAPPINESS LEVEL OF PRODUCTS USED



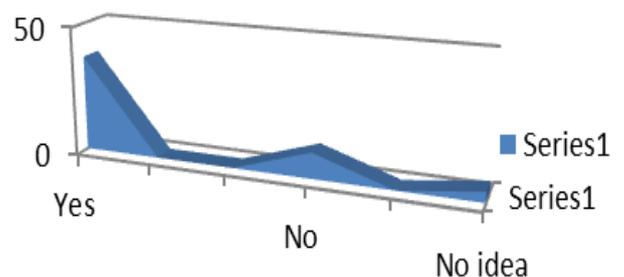
##### 2. IMPORTANT FACTOR IN BUYING A PRODUCT



##### 3. MODE OF SELECTION OF PRODUCT PURCHASE



##### 4. INTERESTED IN PARTICIPATORY APPROACH TO PROJECT MANAGEMENT



##### 5. CONCLUSION FROM ANALYSIS OF RESPONSE FROM SELECTED TARGET SEGMENT

On analyzing the response from the target segment following inference were made. Many of the respondents felt the current product has got an ample scope for improvement in terms of their perceived usage and actual usage. Since the usage of certain key products increase day by day, a need for

consumer centric product grows day by day. Many of the respondents felt that, quality, price and need based usage plays a major role in selecting a product and thus there is a paradigm shift from what is there to what I want. Right from the idea of developing a product this shift applies and all the members involved in product development and especially the knowledge consultants and designers should keep in mind the need for participatory approach and not diluting the business strategy and the technology. As the day goes people opt more on need based selection and own selection methods thus increasing the need for consumer need based products than the market based or the company based. Many participants wanted to understand the consumer requirement before developing a product there by feel that it will improve the product quality, feature and performance

## 6. SUMMARY

The today's business world has been more volatile and vulnerable to continuous change. Thus there can be continuous improvement in ideas, design, products, process and performance.

In order to challenge today's complex world, organizations, groups and individuals need to generate, embrace, create and implement on new ideas. The process involves creativity and creative team. Thus it is the catalyst that keeps the organisation active and live.

The concept of creativity is directly linked to idea generation and design creation thus these two aspects of business needs a creative workforce who can peddle the rest of the team to achieve desired results.

The need for design thinking ability is not restricted to technical designers or product specialist, these kind of thinking in today's context is required one and all for development of better product and services. A consumer of one product may be a manufacturer of other and vice versa, thus a participatory approach is a must in today's connected world. Empathizing and ideating on the end user need will help to create a viable solution for every business transaction. The great innovations today are need driven and usage driven thus everyone can play an important role in making this consumer centric approach possible by getting insights into design thinking.

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