

**VALUE ADDED COURSE**

**DESIGN  
THINKING**

**BY**

**DEPARTMENT OF TEXTILES AND APPAREL DESIGN**

**PERIYAR UNIVERSITY**

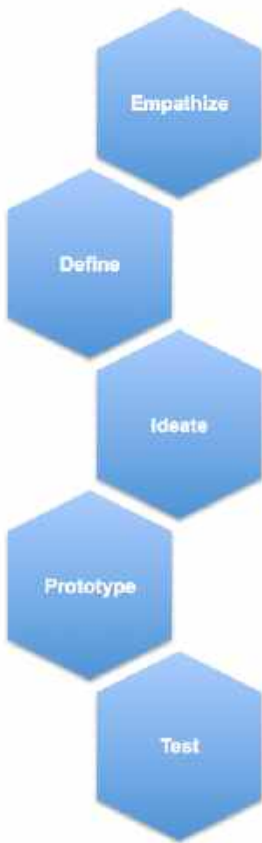
**SALEM**

# WHAT IS DESIGN THINKING?

design thinking is a HUMAN CENTRED & COLLABORATIVE approach to Problem

solving that is  
CREATIVE,  
ITERATIVE &  
PRACTICAL

Brown ( 2008)



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# INTRODUCTION

Design Thinking is a Practical, Non Linear, Iterative Process by which new products, services, processes are developed. **Design thinking** is a systematic way to understand customers problems and needs. It is a structured framework for problem solving that any business or profession can employ to achieve big results.

*It is a Process*

*Applicable to all walks of life*

*To create New and Innovative Ideas*

*Not Limited to Specific Industry & Area of Expertise*

Design is not just what it looks like and feels like. Design is how it works

*Steve jobs, Co-Founder Apple*

## APPLICATION OF DESIGN THINKING

HEALTH AND SCIENCE

BUSINESS

WRITING

POLITICS AND SOCIETY

LAW

## OBJECTIVES

1. Understand Design thinking methodology
2. Familiarise with design thinking steps and tools to develop new products, service and processes
3. Acquire knowledge and skill of design thinking process to work with teams in any profession

## OUTCOMES

By end of the course the learners will be able to

S.No	Outcomes
C01	Explain the human centered design process
C02	Elucidate the Stages of Design Thinking Process
C03	Identify Customer/user needs by means of empathic approach tools
C04	Formulate the Point of View statement
C05	Practice brainstorming activities to explore new ideas and solutions
C06	Create Prototypes
C07	Evaluate solutions through feedback

# SYLLABUS

Outcomes	Learning Chapters	Duration (hrs)
CO1	Introduction to Design thinking, Discover the real problems, Tools of Design thinking-The double diamond model and Human centered design process, Role of iteration in Human centered design. Terminology: Design research, market research, Activity centered design, design centred design, tasks and activities, Iterative design versus linear stages, What is design challenge	3
CO2	Phases of Design Thinking process	2
CO3	What Techniques and tools are used for the Interview and Observation method to empathize the users	10
CO4	How to write a Point of View (POV) statement by different ways	5
CO5	How to Build Creative ideas through brainstorming activities	10
CO6	How to Prototype for empathy	5
CO7	Testing with users	5
	Total	40