

DESIGN THINKING

Unit 2

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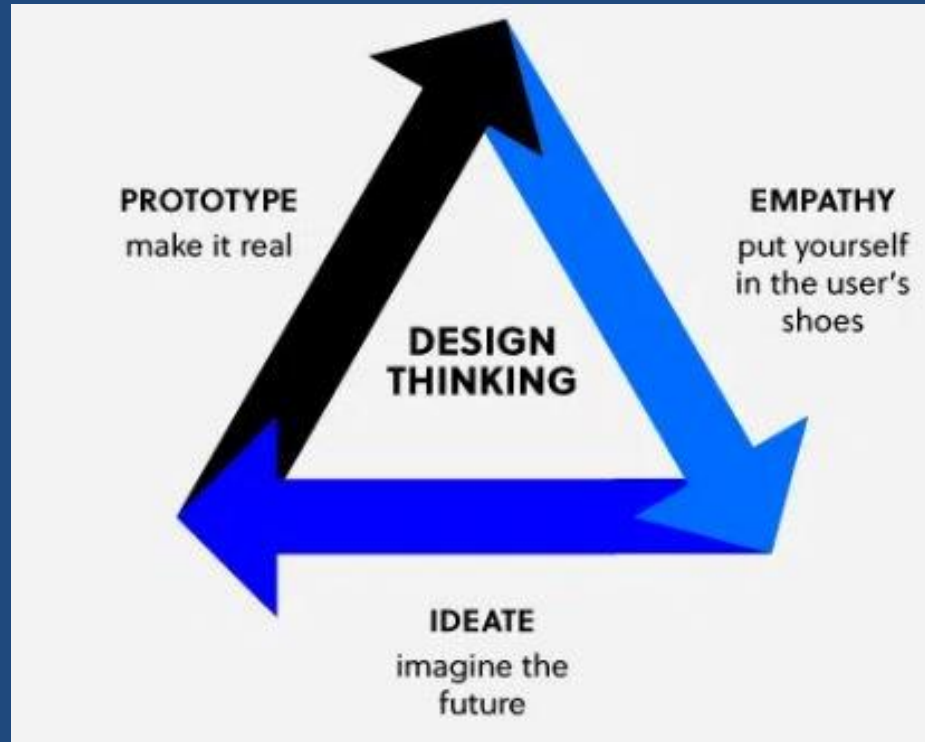
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AN EXERCISE IN DESIGN THINKING & IMPLEMENTING

Design Thinking exercises are **helping designers to understand users, and also identify their challenges and needs.** Besides that, they are designed to reframe the way we approach innovation of a product while focusing on the end-user.

Design thinking through a workshop & exercise



DESIGN THINKING PROCESS.



Empathize



Define



Ideate



Pretotype



Test

CASE STUDIES IN DESIGN THINKING

- Design Thinking Case Studies demonstrate the value of the design thinking methodology. They show how the Design Thinking methodology helps creatively solve problems and improve the success rate of innovation in corporations, education, social impact work and the public sector by focusing on the needs of humans.

