

Design Thinking - JSPE214

Faculty Coordinator	Prof. Kamalika Chakraborty
---------------------	----------------------------

Course workload

Using the table below, indicate the expected student workload for this Course.

Contact Hours (20 for 2 credit course and 30 for 3 credit course)	Directed Learning Hours (learning on one's own)	Total Hours (should be not less than three times the contact hours)
20	40	60

Learning Outcomes for the Course

1. Use Design Thinking frameworks, tools and techniques
2. Design and formulate a Design Thinking solution for business, through a comprehensive project- for a business idea/product concept/ customer experience.
3. Develop a Design Thinking 'mindset' towards innovative problem solving
4. Framing actionable problem/possibility statements using analysis & syntheses of data and create and test prototypes.

Topics Covered

- Introduction to Design Thinking: Understanding the concept and its application to business and innovation.
- Case Studies: Analyzing real-world examples like the Jaipur Foot and Indra Nooyi's use of Design Thinking.
- Problem Framing: Techniques for problem finding, observation, empathy, and problem articulation.
- Empathetic Worldview: Developing empathy through ethnographic studies, stakeholder interviews, and journey mapping.
- Problem Articulation: Framing and defining problems using the "How Might we" approach.
- Structured Ideation: Techniques for generating innovative ideas using lateral thinking, divergent thinking, brainstorming, and SCAMPER tool.
- Prototyping: Creating rough prototypes based on the identified solutions.
- Testing of Prototypes: Gathering feedback from stakeholders and implementing plans based on the prototype testing results.
- Final Presentations: Presenting the project outcomes and learnings.

For additional details, visit : <https://jagsom.edu.in/careertrack/>

Meet our faculty: <https://jagsom.edu.in/faculty-directory/>