

[HS-19002] Design Thinking

Teaching Scheme:

Practical: 2hrs/week

Evaluation Scheme:

Total Marks: 100 M

CCE: 50M, ESE: 50M

Course Outcomes (CO):

Student will able to

1. Compare and classify the various learning styles and memory techniques and Apply them in their engineering education
2. Analyze emotional experience and Inspect emotional expressions to better understand users while designing innovative products
3. Develop new ways of creative thinking and Learn the innovation cycle of Design Thinking process for developing innovative products
4. Propose real-time innovative engineering product designs and Choose appropriate frameworks, strategies, techniques during prototype development
5. Perceive individual differences and its impact on everyday decisions and further Create a better customer experience

Unit 1: An Insight to Learning

Understanding the Learning Process, Kolb's Learning Styles, Assessing and Interpreting

Unit 2: Remembering Memory

Understanding the Memory process, Problems in retention, Memory enhancement techniques

Unit 3: Emotions: Experience & Expression

Understanding Emotions: Experience & Expression, Assessing Empathy, Application with Peers

Unit 4: Basics of Design Thinking

Definition of Design Thinking, Need for Design Thinking, Objective of Design Thinking, Concepts & Brainstorming, Stages of Design Thinking Process (explain with examples) – **Empathize, Define, Ideate, Prototype, Test**

Unit 5: Being Ingenious & Fixing Problem

Understanding Creative thinking process, Understanding Problem Solving, Testing Creative Problem Solving,

Unit 6: Process of Product Design

Process of Engineering Product Design, Design Thinking Approach, Stages of Product Design, Examples of best product designs and functions, **Assignment – Engineering Product Design**

Unit 7: Prototyping & Testing

What is Prototype? Why Prototype? Rapid Prototype Development process, Testing, **Sample Example**, Test Group Marketing

Unit 8: Celebrating the Difference

Understanding Individual differences & Uniqueness

Group Discussion and Activities to encourage the understanding, acceptance and appreciation of Individual differences

Unit 9: Design Thinking & Customer Centricity

Practical Examples of Customer Challenges, Use of Design Thinking to Enhance Customer Experience, Parameters of Product experience, Alignment of Customer Expectations with Product Design

Unit 10: Feedback, Re-Design & Re-Create

Feedback loop, Focus on User Experience, Address “ergonomic challenges, User focused design, rapid prototyping & testing, final product, **Final Presentation – “Solving Practical Engineering Problem through Innovative Product Design & Creative Solution”**