**Design Thinking**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**Q1. As a company using design thinking for the first time, ABC Ltd is worried about failure. As a consultant of Design thinking can you guide them about how does the iterative nature of design thinking contribute to innovation, and why is failure considered an integral part of this process?**

**Answer:**

**Introduction:**

ABC Ltd is exploring design thinking for the first time, and the company is understandably concerned about the potential for failure. However, it's important to recognize that failure is not something to be feared but an essential part of the design thinking process. Design thinking is a problem-solving methodology that emphasizes empathy, creativity, and collaboration to generate innovative solutions. It is highly iterative, meaning that the process encourages continuous improvement based on feedback and learning from failure. For ABC Ltd, adopting design thinking can lead to the development of products and services that truly meet the needs of their customers.

The iterative nature of design thinking helps foster innovation by allowing ideas to evolve gradually, with multiple opportunities to refine them. This process involves exploring different solutions, testing prototypes, and adjusting based on insights gained from real-world use. Failure in this context is not a sign of poor performance; instead, it provides valuable insights that push the team to think differently and improve their ideas. Embracing this approach will allow ABC Ltd to experiment, fail, learn, and eventually succeed with innovative outcomes.

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**Q2. As a Design thinking trainer, you have told the students to form groups made of people from across disciplines. Discuss the importance of interdisciplinary collaboration in design thinking and how it enhances problem-solving capabilities.**

**Answer:**

**Introduction:**

Design thinking is an approach to problem-solving that emphasizes creativity, empathy, and innovation. One of the key components of design thinking is interdisciplinary collaboration, where people from different backgrounds and fields come together to work on a project. This diverse mix of skills, knowledge, and perspectives is crucial for finding comprehensive and innovative solutions to complex problems. In many cases, challenges in the real world don't fit neatly into one discipline, and having a variety of viewpoints allows for a more holistic approach to solving these problems.

When students or professionals form groups with individuals from different disciplines, they bring a range of expertise—whether it's engineering, marketing, psychology, design, or business. These diverse perspectives can help unlock new ideas and solutions that might not be possible in a more homogeneous group. In design thinking, this collaborative approach fosters creativity and allows individuals to challenge assumptions, broaden their thinking, and look at problems from multiple angles. As a trainer, encouraging interdisciplinary collaboration prepares students to solve real-world problems effectively by applying multiple viewpoints and skills to a single issue.

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**Q3A. ABC Tech, a leading consumer electronics company, was facing a decline in customer satisfaction with their smart home devices. Customers reported difficulties in setting up the devices, an unintuitive user interface, and lack of integration with other smart home products. The company's leadership decided to implement Design Thinking to address these issues.**

**Question: How did the Design Thinking approach help ABC Tech address customer dissatisfaction? Explain with reference to the five stages of Design Thinking.**

**Answer:**

**Introduction:**

ABC Tech, a leading consumer electronics company, was facing a decline in customer satisfaction due to issues with its smart home devices. Customers were frustrated with the difficulty in setting up devices, a complex user interface, and lack of integration with other products. To address these problems, the company turned to Design Thinking, a user-centered problem-solving approach. By focusing on the needs of the customers and using iterative design processes, ABC Tech aimed to create solutions that would improve user experience and restore customer satisfaction.

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**Q3B. ABC Tech, a leading consumer electronics company, was facing a decline in customer satisfaction with their smart home devices. Customers reported difficulties in setting up the devices, an unintuitive user interface, and lack of integration with other smart home products. The company's leadership decided to implement Design Thinking to address these issues.**

**Question: If you were a part of the ABC Tech design team, what additional innovative solutions would you propose to enhance the user experience further? Justify your suggestions.**

**Answer:**

**Introduction:**

ABC Tech, a leading consumer electronics company, faced a decline in customer satisfaction with its smart home devices. Customers were experiencing challenges with device setup, a non-intuitive user interface, and lack of integration with other smart home products. The company applied Design Thinking to address these issues. If I were part of the design team at ABC Tech, I would propose additional innovative solutions to enhance the user experience further. These solutions would not only resolve existing issues but also anticipate future customer needs, ensuring a more seamless and enjoyable smart home experience.

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