

# IIC WORKSHOP ON DESIGN THINKING, CRITICAL THINKING AND INNOVATION DESIGN 3<sup>rd</sup> JANUARY, 2023

Design thinking is an iterative process in which you seek to understand your users, challenge assumptions, redefine problems and create innovative solutions which you can prototype and test. The overall goal is to identify alternative strategies and solutions that are not instantly apparent with your initial level of understanding. Innovation with design thinking demands critical thinking because we must understand our assumptions that frame our ideas and shape our design. As our world becomes more and more digital, it's not the first click that counts – it's what happens after that first click. We design five steps ahead in the user experience, not one. And to deliver integrated solutions with a holistic view, we analyze five dimensions and drop none.



In this session we had a very eminent speaker with us Dr. Manish Madan who is having very wide experience and knowledge. During the entire session he enlightened students with a very beneficiary knowledge related to Design Thinking, Critical Thinking and Innovation Design. He gave practical examples

like development of online shopping sites of Swiggy, Amazon, flipkart, Jiomart etc. He discussed various policies of Jiomart & Amazon due to design thinking. He enumerated five stages of Design Thinking including Empathize, Define, Ideate, Prototype and Test.

Students were involved in an activity by assigning role to four volunteers in which they were offered live projects to do with e-commerce giants also.

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