

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS), COIMBATORE – 641 018
INSTITUTION INNOVATION CELL

Report for Orientation Session on
‘Design Thinking’

Date : 30.03.2021
Time : 11 am - 12:30 pm
Platform : Google Meet
Topic : Orientation Session on ‘Design Thinking’
Resource Person : Dr. K. Vinayagar,
Associate Professor,
Sethu Institute of Technology, Virudhunagar

Report:

The session conducted by the Innovation cell, titled ‘Design Thinking’ was exclusively for inculcating in the students about various techniques used in improving cognitive power. The program was handled by Dr. K. Vinayagar, Associate Professor, Sethu Institute of Technology, Virudhunagar elaborated on the topic and presented power point presentation to support his talk. The various methods and innovation in design thinking as stated by the guest speaker are given as follows.

Design thinking can be elaborated under five heads as empathize, define, ideate, prototype and test. The contents for discussion were introduction, principles used, phases, purpose and benefits. The principles of design thinking include

- The human rule
- The ambiguity rule
- All design is redesign
- Tangibility rule

Findings and gathered information from the empathize phase helps articulate the design problem and provides a clear cut objective to work. A clear description of the issue is given, keeping complete focus on the user. The various key ideation techniques stated were

- Analogy technique
- Body storming
- Brain storming
- Game storming
- Brain writing
- Brain walking
- Mind mapping
- Worst possible idea.

The purpose of design thinking is to promote creativity and innovation. It encourages to remove blinkers and consider alternative solutions. Design thinking involves challenging assumptions and exploring new pathways and ideas. In short, it is used to fulfil the personal, educational, business and social requirements. The benefits of design are- it reduces time spent on design and development; cost saving and return on investment is more; user centric approach and can also be applied company wide

Thus all the productive measures stated by the guest speaker, can be helpful in improvising our thinking abilities.

