

## **Design Thinking for Entrepreneurs and Strategists/Designers**

**18 November, 2018**

We often think about the brighter side of everything. But, most of the times, the darker side, or the negative side overshadows the positive one. An one-hour session on Design Thinking for Entrepreneurs and Strategists was conducted by TIEDC. It was held on November 18, 2018 at 4:00 pm at TIED cell. Design Thinking is a design methodology that provides a solution-based approach to solving problems. It's extremely useful in tackling complex problems that are ill-defined or unknown, by understanding the human needs involved, by re-framing the problem in human-centric ways, by creating many ideas in brainstorming sessions, and by adopting a hands-on approach in prototyping and testing.

The first task was to divide the participants into random teams, then everyone was asked to write the positives as well as negative points regarding our e-cell on the Sticky notes provided. The whole concept was compared to a Sail boat where the Sail helps a boat to sail in a given direction whereas anchor stops it. Same way we had to stick the positive points on the Sail and Negative on the Anchor.

The participants implemented the method of "WORKING TOGETHER ALONE", where, after individually putting up our problems and then prioritizing them by voting for the issues participants were facing, all discussed amongst ourselves the solutions to the problems that were arising

Different people came up with different solutions. So, all made a graph of EFFORT vs IMPACT, and placed the solutions provided accordingly. The best solutions fell under the category of Low effort/High impact. In this way, we were able to solve many problems. The Session ended with a positive note by working on these problems soon.

