

Revolutionize Your Approach: The Design Thinking Blueprint

Category: Business

written by News Mall | February 24, 2025

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Online food delivery in the country started roughly in 2014 with the boom in startups. But the **Online food delivery** industry faced several challenges. While they gained some traction, there were significant issues related to user experience, delivery times, and logistical inefficiencies. They struggled to meet the diverse needs of its users and restaurant partners, leading to inconsistent service quality and customer dissatisfaction.



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However, when the **online food delivery** industry considered the needs and necessities of the stakeholders and connected with the stakeholders with innovative ideas, they – moved on to the path of success.

Industry that connected with the relevant stakeholders, plugged-in Innovation and were iterative – as it is in the case of Online food delivery industry – achieved significant success.

And this approach of connecting with the relevant stakeholders and adopting innovative ideas is **DESIGN THINKING**.

What is Design Thinking

Design Thinking is a framework for solving complex problems and discovering new opportunities. At its core, it is about understanding and empathizing with the people for whom you are

designing, brainstorming creative solutions, and iterating through prototypes to find the best possible outcome. This approach is not limited to product design-it can be applied to processes, systems, and even social issues.

When is **Design Thinking** Best suited

Design Thinking becomes handy to address challenges or problems for which either he/she does have a direct solution or is confronted with multiple confusing solutions.

Design Thinking is the best suit approach to address problems working in collaboration with all the stakeholders – connecting with them emotionally to know their pain points and come out with an innovative and iterative solution. In the modern world – a consumer driven market, the ability to innovate and adapt is critical for success.

What makes Design Thinking so special

Design Thinking has come to stay mainly of it being:

- Built on a strong foundation of Human Centricity, Innovation and being Iterative.
- A non-linear approach – that enables to arrive at the best possible solution based on the feedback at any stage of the process
- A systematic process that is thoroughly tested at every stage of the process to arrive at a solution that works for all and gets success

The Phases of Design Thinking

Design Thinking typically involves five key phases:

1. **Empathize**: The first step is to gain a deep understanding of the problem, and the pain points that one is trying to solve.

2. **Define:** In this phase, one synthesizes his findings from the Empathize phase to define the core problem.
3. **Ideate:** Once there is a clear problem statement, it is time to generate ideas to address the Defined problem statement.
4. **Prototype:** This phase involves visualize potential solutions and identify any flaws early on.
5. **Test & Implement:** Testing involves putting your prototypes in front of real users to gather feedback and finally go for implementation.

The Role of Innovation

Innovation has a big place in **Design Thinking** to address problems with human centricity. Innovation is about challenging the status quo and pushing boundaries to create something entirely new.

Innovation is the application of **Design Thinking** principles to create new and effective solutions. It goes beyond incremental improvements to deliver breakthrough products, services, and processes that add significant value.

Innovation that is Iterative – makes it more viable and adoptable.

Benefits of Design Thinking and Innovation

1. **User-Centred:** **Design Thinking** prioritizes the needs and experiences of users, leading to solutions that are more effective and satisfying.
2. **Collaborative:** The process encourages teamwork and leverages diverse perspectives, fostering a culture of creativity and cooperation.
3. **Iterative:** By continuously testing and refining ideas,

Design Thinking reduces the risk of failure and increases the likelihood of success.

4. **Creative Confidence:** It empowers individuals and teams to think creatively and take risks, promoting a mindset of experimentation and learning.

The roadmap of Design Thinking in India

The future roadmap for **Design Thinking** and innovation in India is ambitious and forward-looking. By fostering a culture of innovation, integrating **Design Thinking** in education, supporting through government policies, adopting digital transformation, encouraging collaboration, focusing on sustainability, and continuously measuring impact, India is poised to become a global leader adopting **Design Thinking**.

Barriers for implementing Design Thinking in India

Implementing **Design Thinking** in India faces several barriers

- **Misfit with Existing Processes:** Many organizations have established processes and structures that may not align well with the iterative and flexible nature of **Design Thinking**.
- **Weak Organizational Culture:** A lack of openness to experimentation and innovation can hinder the adoption of **Design Thinking**.
- **Resource Constraints:** Limited financial and human resources can restrict the ability to invest in **Design Thinking** initiatives.
- **Lack of Awareness and Understanding:** Many organizations and individuals may not fully understand what **Design Thinking** entails and its benefits
- **Resistance to Change:** Employees and management may be

resistant to adopting new methodologies, preferring to stick with familiar practices

- **Educational Gaps:** There is a need for better collaboration between businesses and educational institutions to promote **Design Thinking** skills

How to overcome these barriers

All the barriers that are explained can be overcome through:

- Education and Training
- Leadership Support
- Resource allocation
- Taking baby steps
- Cross functional teams

And most importantly understanding and appreciation of the urgent need to bring in a cultural shift and approach to adopt **Design Thinking**.

GenAI and Design Thinking

Generative AI (GenAI) is set to revolutionize the landscape of **Design Thinking** and innovation in India in several impactful ways. As Indian industries embrace GenAI, they are poised to achieve unprecedented levels of innovation and success.

By integrating GenAI into **Design Thinking**, organizations can accelerate the innovation process, reduce time-to-market, and create more user-centric solutions.

GenAI would enhance the capabilities of **Design Thinking** in

- Defining the Problem statement with data analytics and data extrapolation

- Idea Generation,
- Prototyping,
- User Feedback
- Collaboration

Path to Success

By embracing Design Thinking, Indian Industries can develop innovative solutions, improve customer experiences, drive business growth and contribute to the country's sustainable development goals.

To get on to the path of adopting Design Thinking and reap the benefits Indian Industry has to:

- Dispel the misconceptions about Design Thinking: Many Indian Executives view Design Thinking as only relevant for product design or creativity rather than holistic business approach.
- Create Awareness: Create awareness to the Indian business of the benefits and the wide application of Design Thinking.
- Education and Training: Indian Business schools offer mentoring Design Thinking from Undergraduate level
- Training Workshops: Offer industry specific mentoring workshops on Design Thinking

Conclusion

Design Thinking and Innovation are transformative processes that can help organizations tackle complex challenges and seize new opportunities. By putting the user at the centre, fostering creativity, and embracing an iterative approach,

these methodologies unlock the potential for groundbreaking solutions that drive growth and success.

