

**Innovation by Design**  
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**Module – 01**  
**Lecture – 01**  
**The seven concerns**

Hello and welcome to the course Innovation by Design. I am Nina Sabnani and with me is my colleague Professor B. K. Chakravarthy, who will be the instructor for this course.

Welcome to the course.

We both teach at the IDC School of Design IIT, Bombay.

Professor Nina Sabnani is a designer and a story teller, she uses animation, illustration and writing to tell her stories.

Thank you.

And Professor Chakravarthy is area of expertise no surprises there is product innovation. Would you like to introduce the course and its focus.

Innovation is the buzzword today and everyone seems to be talking about it. This course is about how innovation is achieved by design and how design has a role to play in the world of innovation.

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Be it ideas, objects or services.

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Innovation can be understood in so many ways. As new ideas, as new ways of using existing materials, new technologies or as new ways of using existing technologies. These have surely changed the way we live and work. But innovation cannot only be about something new. What then is unique to innovation by design?

Innovation by design means using design thinking to create new solutions that address user need. Design lead innovation is a journey from identifying a need to a final solution that will reach a large number of delighted users.

I heard you say design thinking, would you like to elaborate on that?

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Design thinking is essentially about using creative methods towards finding solutions. As such it has applications beyond the discipline of design; it has been embraced by corporates, technologists and social entrepreneurs.

Could you give us an example?

Sure, my most favorite example is a Jaipur foot. It is a customized prosthetic limb of high quality and low cost. It has been designed specifically for the people at the bottom of the pyramid and it has been very well received.

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This course introduces you to the 7 concerns of the innovation process.

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## 7 Concerns of Innovation Process