

Understanding Design Thinking and People Centered Design
Prof. Jhumkee Sengupta Iyengar
Department of Humanities and Social Sciences
Indian Institute of Technology, Kanpur

Lecture – 20
Testing, Refining and Pitching
Create a Pitch for your Design

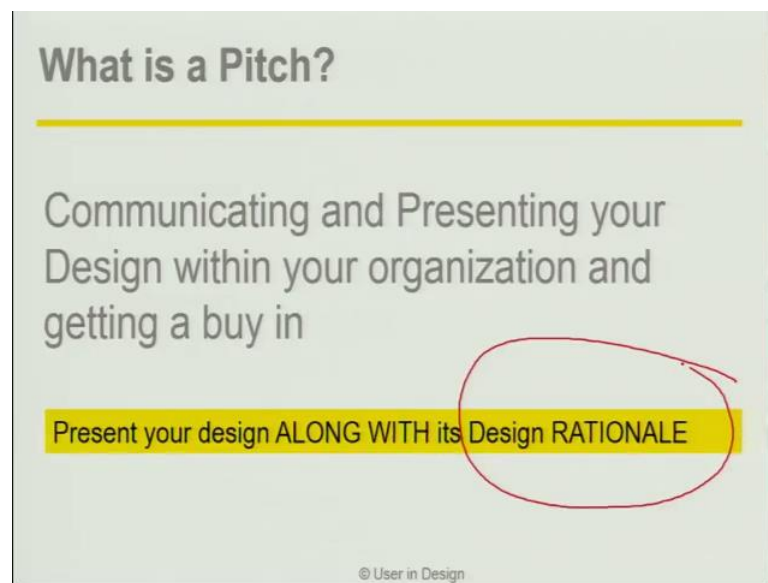
So, we now come to the last section of part 4 Testing, Refining and Pitching and the last section of our course called creating a pitch for your design.

(Refer Slide Time: 00:27)



So, why are we speaking about pitching along with design? Because you create a brilliant design, but if you are not able to communicate it to others, if you are not able to help others see what it is in your design that is so good your design is not going anywhere right. So, it is a very important part of being able to complete this whole thing of a you know looking at users getting, their inputs creating a your design testing it refining it coming up with a brilliant design and then being able to communicate why and what about it is so great right.

(Refer Slide Time: 01:19)



So, what is the Pitch? Communicating and presenting your design within your organization and getting a buy in right. So, being able to speak about the key essence of your design and for that presenting your design along with its design rationale, what is design rationale? Design rationale is like saying this is my idea and this is why it is so good.

So, I would like you to always have the attitude and the approach of not just speaking about your design not just saying this is my design. This is my design and this is why it works and in that this is why it works will be embedded all the people centricity and the people related in inputs that have come into your design. As, a result of which your design has become what it is become a good innovation because you have been people centric right.

(Refer Slide Time: 02:48)



So, presenting design along with the design rationale is very very important and being able to say why your design is worthy of some ones attention. And the value of an idea is 0, you know that if it sits somewhere inside your book or your computer or wherever until it comes out into the world until you come out and communicate it.

So, the value of an idea is 0 unless it can be communicated and brought out into the world. And communicated with conviction and your conviction will come from the people centricity because you know that the design that you created works well in the lives of people, works well in making lives better that is the role that is it is goal.

(Refer Slide Time: 03:34)

**Importance of
Communicating your Design**

Product design and development is a combination of creativity and analysis.

**But it depends
on
communication.**

— Michael Bremer

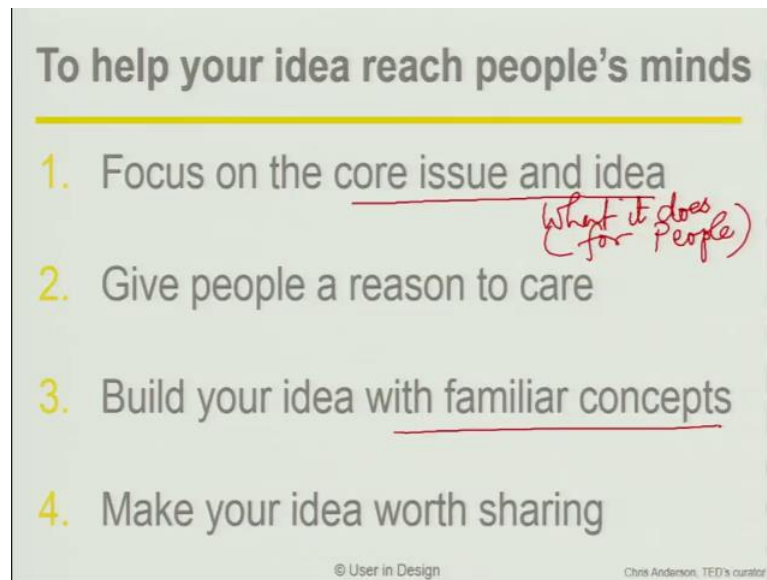
The way you present your product or service is essential to its success.

© User in Design

So, Design and Development is a combination of creativity and analysis as we have understood now this whole approach of people centered design is about bringing together very effectively the analytical approach as well as the creative approach. Just being creative without connect, without the grounding with the people and their needs is you know blue sky is a like art right it. But design along with the people is what makes it real or something that is just too analytical.

But has not gone deeper into your intuition has not gone in to the thinking of what if thinking of why notes that design would be just very analytical and perhaps very incremental very you know obvious perhaps, but not that amazing something else that stood outside of the immediate zone that you are looking at. So, product design and development is a combination of creativity and analysis, but it depends on communication your ability to communicate that the way you present your product or service is essential to it is success.

(Refer Slide Time: 04:59)



Now few thoughts about how do you help your idea reach people's minds right. Focusing on the core issue and the idea and the core issue in terms of what it does not what it is, but what it does. What it does for people right that is what gives it the power give people a reason to care why should they care for what you have to bring to them why is that design important enough for them to care about it right.

So, give people that reason understand what they care about and give them that reason. Build your idea with familiar concepts things that are familiar to people that they can associate with that they are able to you know make connections with. And make your idea worth sharing something that you feel the conviction and excitement to share that someone else then feel the excitement and wants to share it and a lot of comes from this what it does for people the minute you know it is clear to people that what your idea is doing to change lives it strikes the code with most people it will you know make people feel good about it.

(Refer Slide Time: 06:47)



So, when you make a presentation, when you make a pitch this is suggestion for you that first thing start out with to telling people what you are going to tell them what you going to tell them and then it tell them what you telling them and then wrap it up with tell them what you just told them.

That makes for a good well structured presentation and it would look like this visually if you were look at your presentation visually you would happen opening where you are telling them what you going to tell them which is a small part the main body of your presentation where you are showing your design and giving the design rationale that is the main thing and then you close it with.

So, we just spoke about this design and as we know it will make a big difference in the lives of youngsters who can come and do their homework in the library for example, taking back from that example of trying to get new computers in the library right, opening small body big close that is a good structure to your presentation.

(Refer Slide Time: 07:59)

The slide is divided into two main sections. The left section, titled 'Enhance Design Create Pitch', contains two numbered questions: '1. What is the USP of your design?' and '2. How do you explain it to a VC?'. These questions are circled in red. Above them, the words 'Unique' and 'Selling Proposition' are handwritten in red ink. The right section is a form titled 'Create a Pitch' with several sections for input: 'Succinctly, what is your project?', 'Who do you need to pitch?', 'What format(s) will your pitch take?', and 'What's your short pitch?'. The form contains placeholder text for each section, such as 'A video to convey the vision' and 'A presentation that we can make to possible funders'.

Enhance Design Create Pitch

Unique Selling Proposition

1. What is the USP of your design?

2. How do you explain it to a VC?

Create a Pitch

Succinctly, what is your project?

A video to convey the vision

Who do you need to pitch?

A presentation that we can make to possible funders

What format(s) will your pitch take?

A video to convey the vision

A presentation that we can make to possible funders

What's your short pitch? As you write it, think about how you'll expand it into a longer one.

In the Democratic Republic of the Congo, 20% of children don't live to see their fifth birthday. And, a new sustainable social enterprise from the American Refugee Committee and DFC.org is changing all that. We designed a holistic new approach to health care, food, clean water and agriculture with the people of the DRC. Innovations. And, is ensuring that more kids than ever get the right start.

Now there is a template that we will share with you that is called creating a pitch and basically to enhance your design you create the pitch. So, here is a template that we will share with you called create a pitch and this gives you an opportunity and you know questions for you to address an answer in order to create a strong pitch which eventually will enhance your design.

So, it is says here succinctly what is your project right. So, your design strategy statement will help you over here who do you need to pitch to. Who do you need to pitch? Who is the audience? What format will your pitch take is it going to be you know verbal, is it going to be on the phone, is it going to be by web, and is it going to be like to CEO what is your short pitch as you write it think about how you will expand it in to larger one. So, write a short pitch over here.

So, let us take an example over here. What is your project this project is sustainable social business design to reduce under 5 mortality in the democratic public of the Congo it offers clean water a health clinic and agricultural services. So, the whole focus is to reduce under 5 mortality right who do you need to pitch it to people who are going to fund the project and they need to understand. What so great about this project? What format will you pitch it a video to convey the vision that you will create earlier on a presentation that we can make to possible funders.

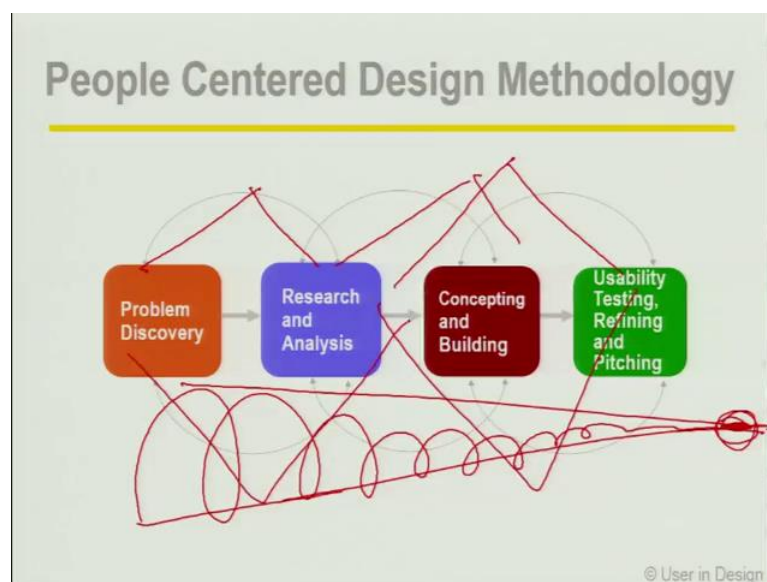
So, quick pre video and then an actual presentation what is your short pitch in the Democratic Republic of the Congo 20 percent of children do not live to see their fifth birthdays.

This app is a new sustainable social enterprise from the American refugee committee and IDEO and changing all that by designing is changing all that by designing a holistic new approach to health care food clean water and agriculture with the people of the DRC themselves (Refer Time: 10:10) in the encouraging that more kids than ever get the right start. So, this is your initial pitch. So, using this template you can try to create that pitch.

So, tomorrow let us say you have to present your design go ahead and present it, but before that you know think through these points and 2 other things that I would really like to point out to you is think about to what is the USP of your design again the design rationale if you all know what USP means your unique selling proposition.

So, in other words it is like saying what so great about your design? What so great about your solution? And how do you explain it to a venture capitalist for example, a venture capitalist is interested in how this makes business sense. So, if you are able to think in those lines and then create your pitch you will be in good shape.

(Refer Slide Time: 11:17)



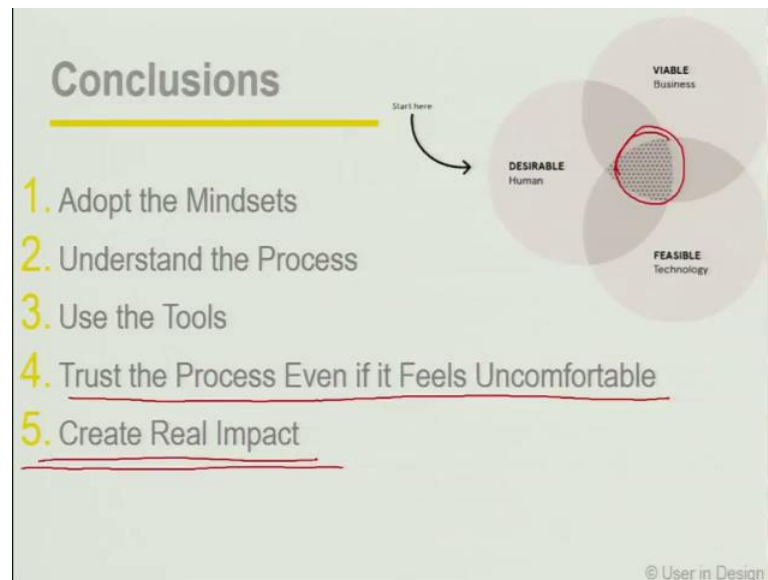
So, this is the overall people centered design methodology that we went through in the course of covering this particular course right. So, we went through problem discovery.

Discovering what is a right problem to solve research and analysis with users where we try and understand what is it the user needed and analyze that and drive our design insides. Then we went through concepting and building opening ourselves up and opening our minds and hearts to ideate to you know beyond those borders, beyond what would be the immediate thoughts that come to your mind and come up with some really different and other right solutions that would change the lives of our users and then after the concepting we went through the testing and refining this design and make them stronger design basically.

How do we make them stronger designs and the finally, about pitching how do we then communicate it to the world after we created this design. And as I told you know this is not a single linear process very important to keep in mind you do go back and forth and you know you can do not have to finish one phase and then start another that you cannot come back to it however, it is not chaotic there is a method to this and as I explained to you earlier you maybe progressively refining your design like this right.

You may be going round a little bit going back and forth a little bit, but eventually you are moving in this kind of convergence forward you are converging to the right solution and when you will have done that because you have chosen to be people centric in your design approach. The possibility of this being the right solution possibility of it being very innovative solution is that much higher and also as you know you know we have gone in the like a converging divergence approach as well in this process.

(Refer Slide Time: 13:53)



So, balancing the desirable what the people desire and want and need along with what the business needs a what is viable along with what the technology provides what is feasible the balance of all that creates strong innovations. So, in conclusion what I would like to tell you is adopt this mindsets we learned what the different mindsets of our strong design thinker and a people centered designer understand the process.

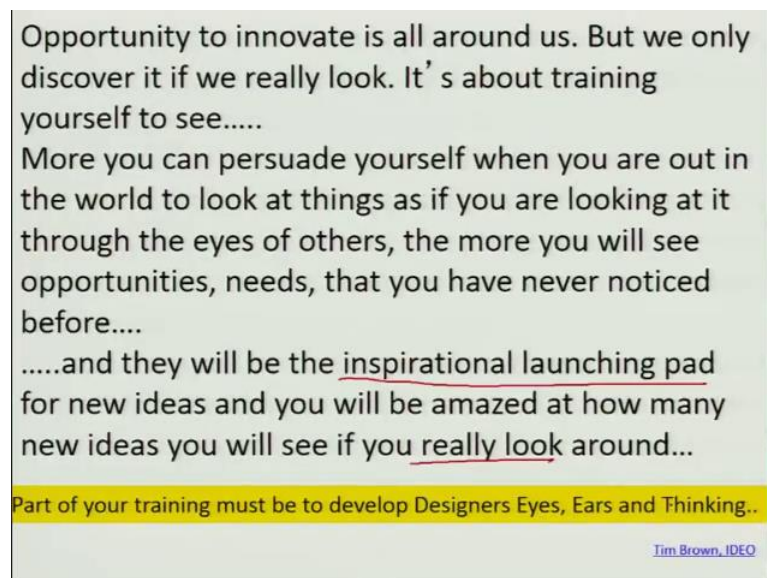
I think you have had a very good overview and understanding of what the different nuances of this process are use the tools, use the methods, use the techniques, use all of those in order to make your journey in to this area even better and even more exciting. Because believe me working with people and trying to solve their problems and reflecting it in the design of your product is one of the most exciting things to do as you get in the minds, hearts and lives of people and try and understand their needs and their requirements and then you come back and bring that power in to your design the power that you have got of understanding.

What people need and bring it into your design and then it comes out in to the world as a design that really solves problems that makes peoples' lives better is a wonderful thing it is a very exciting thing to go through. Very important for those of you who are foraying into this for the first time that trust the process even if it feels uncomfortable they were probably several things of this that will feel uncomfortable for you know sitting in front

of a user asking questions creating prototype that looks so shabby and is just shrunk together with scotch tape and all kinds of little things it may seem uncomfortable to you.

But trusted that process is really very very robust trust of the process works a first couple of times it may be difficult for you as you face a user. It can be a little disconcerting, but trust me after a point you will get comfortable with the process and you will really enjoy the process it is one of the most enjoyable experiences to be interacting with people. And thus with all of these you will learn how to create real impact because your designs have gotten empowered your methodology your process all the things that you learned across these 4 sections that we been through empowers you to create real impact.

(Refer Slide Time: 17:00)



So, I would like to share this final quote with you which really resonates and I think will resonate with you as well once you have gone through this and have imbibed a lot of the thoughts and approaches that we been through over these 4 sections. Opportunity to innovate is all around us, but we only discover it if we really look it is about training yourself to see more you can persuade yourself when you are out in the world to look at things as if you are looking at it through the eyes of others. The more you will see opportunities needs that you have never noticed before. And they will be the inspirational launching pad for new ideas and you will be amazed at how many new ideas you will see if you really look around.

So, this brings us to the end of this course and part your training must be to develop designers' eyes, ears and thinking that is what we learned through this entire process. How to look at things differently, how to listen better, how to think by putting ourselves in other peoples shoes and being able to think from their prospective and being able to then reflect that in our designs.

(Refer Slide Time: 18:48)



So, this brings us to the end of this course and just to recap what have been the objectives of this course to understand the design thinking approach that we have progressively been through to learn how it applies to innovating people product experience systems. And apply equally well to either products or experiences or any of those and finally, to inspire you to apply it ongoing in everything that you do. So, I really hope that you will be able to imbibe the fact that design is a way of life it is not just a subject or a topic that you learn and then you write an exam and that is over this is not what design is like.

It is way of life and hopefully once you start practicing it you will learn this way of life you will start to see the world with different eyes you will start to see not just from the design prospective, but hopefully you will evolve into a much stronger problem solver while this course is not meant to make a designer out of you it is definitely I hope and I am sure it will have inspired you to think about the world differently to think that design is a way of life and that it has the power to make lives better.

(Refer Slide Time: 20:18)



I would like to express my thanks to all my students in all the places I have taught I have learned tremendously from every one of them sharing with them has help me grow so much and lot of the examples that I showed you that I shared with you with a lot of inputs from students and I am very thankful to my colleagues who have been a huge encouragement for me in all my work.

Thank you very much.