Design Thinking A Primer
Elephant and Blind Men

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Time for another story, this time it is a story of 5 blind men and the elephant, so these blind men this is from an old Indian folklore so to speak, 5 men blind men were down to an elephant, they went close to an elephant like the one you see behind me and a touch different parts of the elephant and try to figure out what it was one of them went and touch the trunk and said woo this looks like a fat thick snake.

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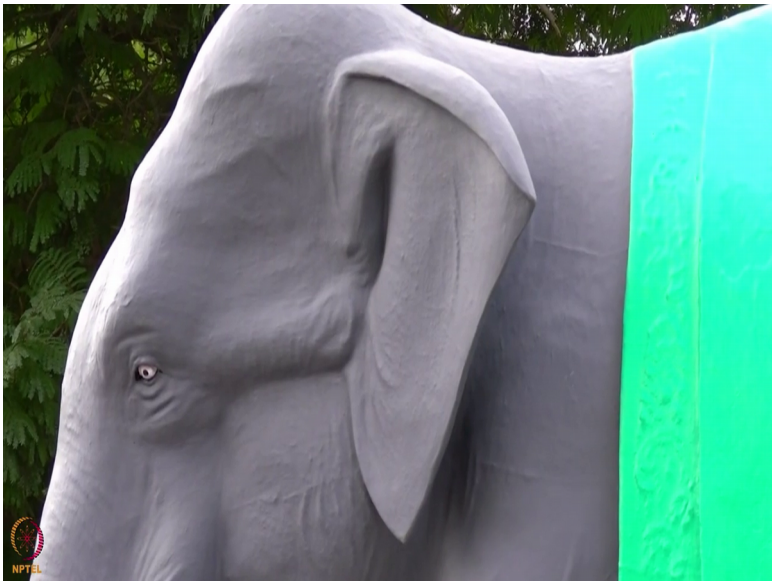

The other one went on to the foot and said ooh this looks like a pillar, the other one went behind the elephant and pulled the tail said wow this looks like a rope, the last one went on top of the elephant and said, and touch its ears and said wow it has looks like a fan they all came together it and started quarrelling amongst each other saying no this is a fan and this is a rope, this is a pillar, this is a snake, none of the really agreed upon this, what then came along a wise man put them altogether and said look I know you guys have been touching different parts of this elephant but it is actually an elephant, it is an big animal called an elephant.

So lots of time we look at smaller portion, smaller solutions, smaller ideas and we think this is what will solve it, whereas something put together unity actually would do the trick, so that is why we need to sort of put all these ideas together and get a concept out of it and that is how the story. Thank you.