

Design Thinking
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A Primer
The Start Part 3

Prof Bala: So Curio.

Curio: Yes, sir.

Prof Bala: It's been what about a month, since you joined us, you have been an intern here for a month, I think.

Curio: Yes, sir.

Prof Bala: Okay, I think it is enough learning, in my experience, the best way to learn is to do, so get on the customers job itself. Okay, so here is what we will do, think about the customer, our customer.

Curio: Yes, sir, so I am the customer and I am a reputed customer, yes sir. Yes.

Prof Bala: Okay, now think about what problems that they are going through, the customer's problems.

Curio: okay, yes sir, I am a customer and I have a good mobile, a reputed mobile and yes sir, the mobile is running very slow, yes sir, yes.

Prof Bala: Think about a solution or solutions for that, for the problem.

Curio: Yes, sir, mobile running slow, so I can use a processor which will make it run faster, yes sir.

Prof Bala: Okay, now put it all into a presentation and you will present it to the customer.

Curio: Yes, sir, definitely, sure sir.

Prof Bala: Okay.

Curio: Yes.

Prof Bala: Okay, good luck with the presentation then, in a week's time.

Curio: Yes, thank you.

Prof Bala: Okay, bye.

Curio: This is slide one: the customer's problem, that is facing a slower mobile, having a slower mobile, so slide two: is the solution, so solution would be to add or to use a new or faster processor, slide three: that is going to give me more profits, well, that was quite simple.

Hello Mr Customer, slide one, we have the problem statement and we understand that the reputed mobile that you are using is running very slow, slide two, the solution is to use a faster processor, which will ultimately increase the speed of the mobile and third slide is the profits, will get profits, thank you.

Customer: What? is that all? Have you interviewed anyone? How do you know for sure? What you mean slow? Do you know the cost of the replacing a processor? What is the timeframe for this project? Who will be in the team? What is your past experience in this area that you are the one who should be solving this problem? Have you done any other homework? Have you done a market survey?

Curio: No, sir, sorry sir, I will get back to you, sir.

Prof Bala: The test first and the lesson the next, your presentation wasn't so bad, my first presentation was a complete disaster. I couldn't speak the language, at least you can speak English.

Curio: I really wanted to help someone sir, I started with me. I wanted to find a problem, I imagine my own situation. I wanted to propose a solution, but I just wrote down the first thing that came in my head and I forgot all the other parameters and this resulted my presentation to get really bad. I really did not think about all the parameters that came into thing.

Prof Bala: There is nothing wrong with your current way, just saying that there is a better way, why do not you go online on NPTEL and listen to my course, it's on Design Thinking.

Curio: Okay.

Prof Bala: I think you will find it useful.

Curio: Definitely.

Prof Bala: Okay.