Design Thinking
Prof: Dr. Bala Ramadurai
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The Start Part 1

Prof Bala: Hey, hi.

Prof Ashwin: Bala what you are doing? You are supposed to be teaching this course now.

Prof Bala: Course! Duh duh de Design Thinking!

Prof Ashwin: Yeah, of course. That is why we are here, to teach this course on design thinking, what exactly are you doing?

Prof Bala: You know this game I am playing, so that I can empathise with kids who play on this, these kids these days are playing for our devices on a long-time, I am trying to empathise with them.

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Prof Ashwin: Ahaa! so you are trying to design a game for little kids using a design thinking philosophy, that is good Bala, the first thing you should do is Empathize with the potential users of your game and is really nice that you are sitting here and playing this game and seeing what it would be like, but that's just the first stage of the empathising phase.

Prof Bala: Ohh.

Prof Ashwin: Right, what you should also do in addition to playing the game and seeing how users feel is actually go out and observe some of these kids, talked to some of them, right, get to know them better, step into the shoes, so you can actually complete the first phase of design thinking, which is to empathize right, how does that sound.

Prof Bala: Shoes. Okays I will do that, so what? That is the second phase, first phase was empathize which I lovely and I did it very well. Second is go talk to them.

Prof Ashwin: Absolutely, now the thing is, this is actually a lot of fun. I am sure it looks like you are having.

Prof Bala: Oh, yes. This is lot of fun

Prof Ashwin: Too much of fun.

Prof Bala: actually, what you are saying is also a lot of fun.

Prof Ashwin: Yeah, so let me sort of move that away from you for a second, so that you don't have a too much fun, but the thing is, if you, it is, you do not want to caught in having too much fun and just continue to play this game right, at some point after you understood what the games

are like and after you go and talk to people, you really need to move on to the next phase, do you know what the next phase design thinking is.

Prof Bala: Looks like analysing something.

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Prof Ashwin: Absolutely, so you need to observe and you got to take your observations and got to analyse them to really understand things like what makes these kids stick? What makes them play these kind of games for long hours? What are they really like? You know, what really turns them on? What would give them the maximum enjoyment? Right, so you really need to think about, what you are seeing? Right, so you should not get caught too much in playing the game which I can see you are getting quite good at judging by the score that you have on that screen there.

Alright, that is a bit higher than my highest score on that game, so I am going to have to beat you on that right, so the second phase is to analyse alright, what you think you do after you finish analysing.

Prof Bala: I am sure we will run into some problem, my kid who won't allow me to play.
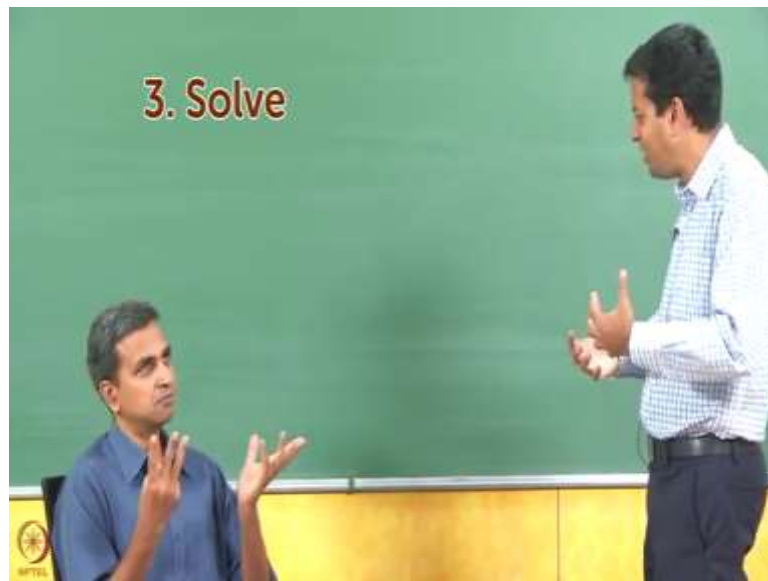
Prof Ashwin: Exactly, right, and therefore right, do you have approval to plays these games.

Prof Bala: No, please don't tell my kid that I played his game.

Prof Ashwin: Think you are going to get into a lot of troubles.

Prof Bala: Yes, yes.

Prof Ashwin: But anyway after you sort of analyse right, you've got to get into a creative phase, we have to actually then start developing something, you have seen what happens, you have stepped into their shoes a little bit, you have thought through things you have analyse and then you have to come up with something, it can be tangible, physical, it can be something in the digital world, but you got to come up with in some ways solution which you think might fit the problem right, what do you think you do after that? Right, are you going to sort of give them the solution and say pamm pram paaam I am done and what then you walk away!

Prof Bala: Humm! that does not sound right, maybe I have to do something to test whether they like it.

Prof Ashwin: Absolutely right, so you have to go back to these kids that you are designing the game for and you actually have to then start giving them the game and see even if they actually play with it and see what their reactions are right, you might be lucky, you might have designed a wonderful game and they might play it for hours and they might beat your high scores and all of that, but it also very likely that you know, you will get some very good feedback on the fact that maybe the graphics are not quite the way they wanted it to be, maybe it is a little bit too fast for them and so essentially what you will have to do is come back to the drawing board again with this new information.

Prof Bala: And I play that one more time.

Prof Ashwin: No, not yet right, you design it one more time right, this is again you have re-empathise, you analyse what you have heard, you go back, you iterate, you modify that initial prototype of the game you created, you go back.

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Prof Bala: So it just not one-time but many times.

Prof Ashwin: Many times, that the more times you do it, that the faster you do it, and the more likely you are.

Prof Bala: Sounds to be like a game, do it many, many times over.

Prof Ashwin: Exactly, so design thinking if you do it right can be like a game, it can be a lot of fun, but essentially, it goes through 4 phases.

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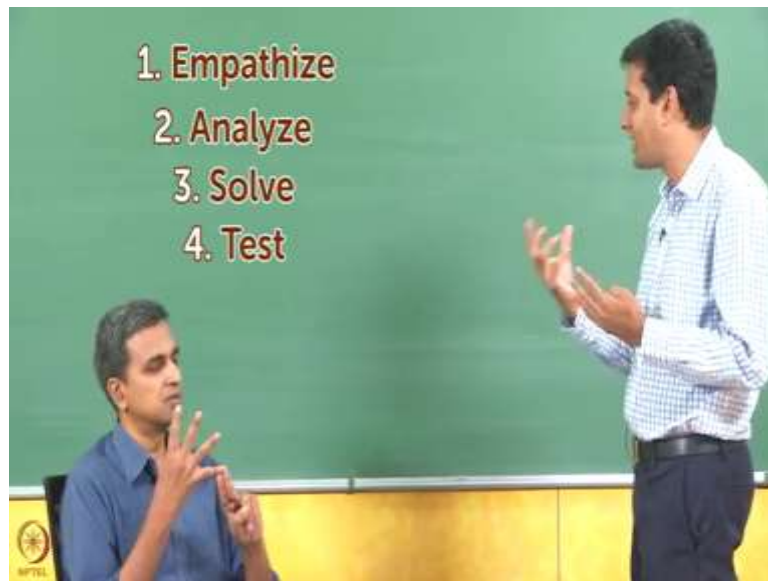
Prof Ashwin: There is the empathising phase, there is analysing phase.

Prof Bala: Analyze

Prof Ashwin: That is the solving phase.

Prof Bala: Solve.

Prof Ashwin: And then there is a testing phase.

Prof Bala: Test.

Prof Ashwin: And you go through this a few times until you get something that the people who are going to use your product or your game in this case, really like and really want and at that point you might actually be able to sell your game to millions of people and become a billionaire and you know buy all of those wonderful things that you want it.

Prof Bala: And play games.

Prof Ashwin: And play games, so you can have your cake and eat it too, right! Now Bala, it is bit late I have to go to catch a flight because I have to go and meet the Prime Minister.

Prof Bala: Wow,

Prof Ashwin: I will be back shortly in a few weeks an 8 weeks to be precise and by that time, I expect that you will have all of the lessons of this design thinking course record, right! So remember, I am giving you an 8 week deadline and it better be done, by the time I get back.

Prof Bala: 8 weeks, no Ashwin, yes, ohh, ya, ya, I will record it, do not worry.

Prof Ashwin: All right. Remember 8 weeks.

Prof Bala: Okay.