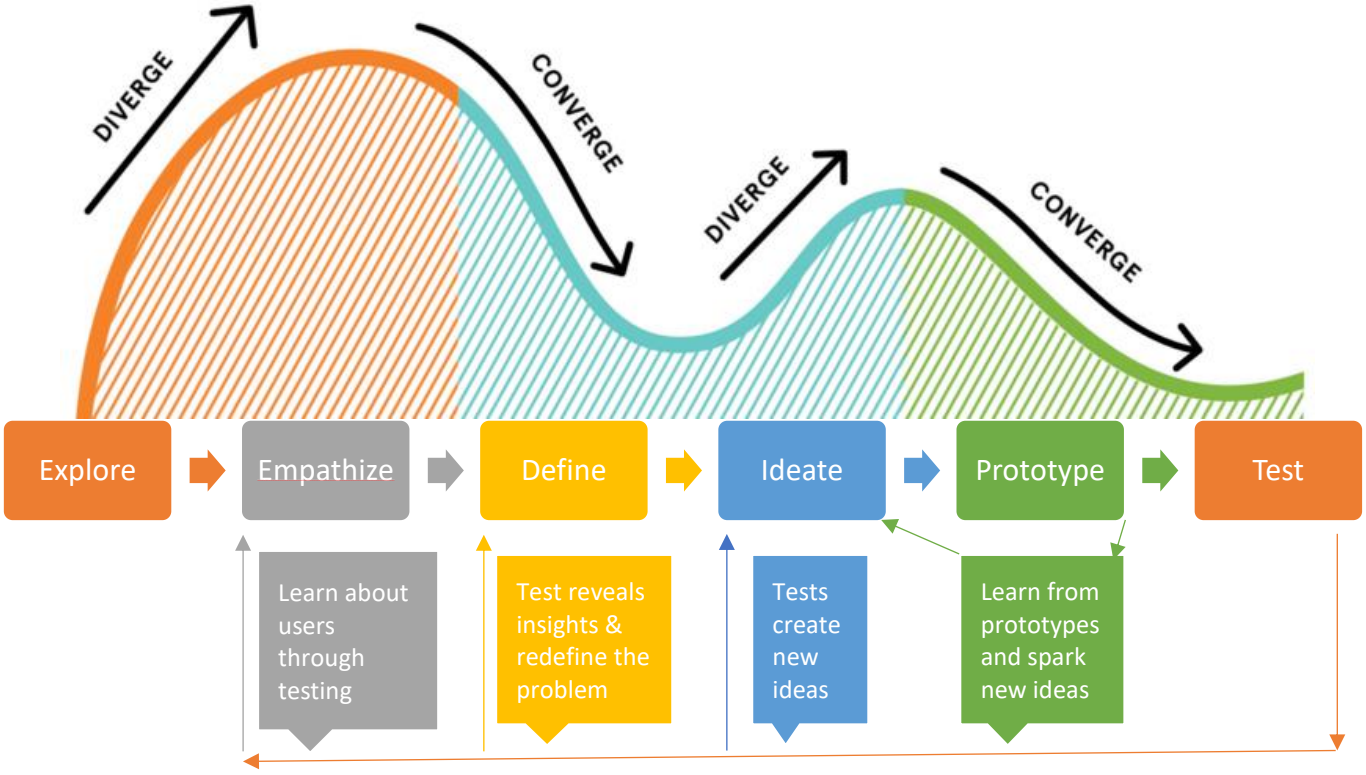
DESIGN THINKING

Design Thinking is a creative design strategy with a focus on understanding needs and creating solutions.

Stages of Design Thinking:

1. Empathize: Gain an empathic understanding of the problem you are trying to solve by observing and engaging with the subject.
2. Define: Compile data, analyse observation and synthesize a problem statement in a human-centred manner.
3. Ideate: Start generating ideas. Use your learnings from the Ideation document.
4. Prototype: Produce inexpensive, scaled down versions of the product to experiment. Share insights and refine.
5. Test: On-ground and iterative process. The insights are used to redefine problem statement and refine prototype.



All mentors are:

1. Expected to be aware and translate the following to their audience:
   - Understand that design thinking is a non-linear iterative process. Mentors are expected to maintain session fluidity.
   - Exercise 'Fail fast and move on' ideology to explore to the horizon.
   - Identify social/geographical/cultural based problems of the audience and brainstorm.
   - Use the internet and online tools responsibly.
   - Refer and cite information correctly to avoid plagiarism and copyright issues.

2. Suggested to:
   - Set aside your own assumption about the problem statement in order to gain insights into users and their needs.
   - Put yourself in someone else's shoes and understand their point of view (PoV).
   - 'Think outside the box' and encourage exploration, even if you can foresee failure, enable your audience to self-assess the ideas.

- Use props, ATL material, art, craft & stationery material and document the process with pictures, videos, interview bytes of the audience, etc.

References:

The following is a non-exhaustive and suggestive list of resources on the concept of design thinking:

Resource Description	
Design Thinking	Link 1 Link 2
An Introduction to Design Thinking – Institute of Design at Stanford	Link
Design and Discovery - Intel	Link
Design Thinking is a cyclical process that allows you to solve complex problems in a creative way	Link
What is Design Thinking?	Link
How to brainstorm - individually/in a group	Link 1 Link 2 Link 3
Complex Systems Design Thinking (How to do it)	Link
Design Thinking, How It works? (How to do it)	Link
Five Rules of Design Thinking (TED Talk) (Why and how to do it)	Link
Design Thinking with Elementary Students (How to do it)	Link
Design Thinking - CEO of IDEO (How and why to do it)	Link
Design Thinking, What, why and when? (TED Talk)	Link
The Launch Cycle: Design Thinking Framework for K-12 Students	Link
Design Thinking Animation	Link
All about Learning and Design Thinking	Link
Nielsen Norman Group	Link

Note:

1. Mentors are recommended to build their content and not plagiarize and then deliver to their audience in the ATLs.
2. Mentors are encouraged to explore resources and share critical observations within communities and with AIM.
3. Please note that these are third party links and AIM or NITI Aayog does not endorse any person(s) or organization(s) mentioned on or related to these links.
4. The opinions and views expressed by the mentors during their interaction are of their own and do not necessarily reflect the views of AIM or NITI Aayog.
5. Mentors are aware that the engagement with the ATLs is treated as a community service and there shall be no financial transactions between any stakeholder and mentor for any official ATL related activity.