

**FROM
DESIGN
TO
DESIGN THINKING**

WHO WE ARE

A design and innovation firm

30 years in business

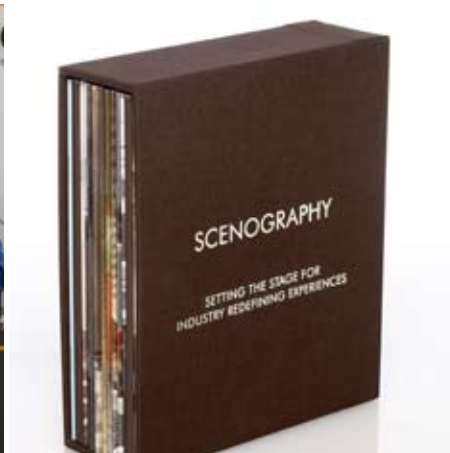
8 offices with 550+ people



We're a multi-faceted **COMMUNITY** who believes that our collective knowledge makes us smarter.



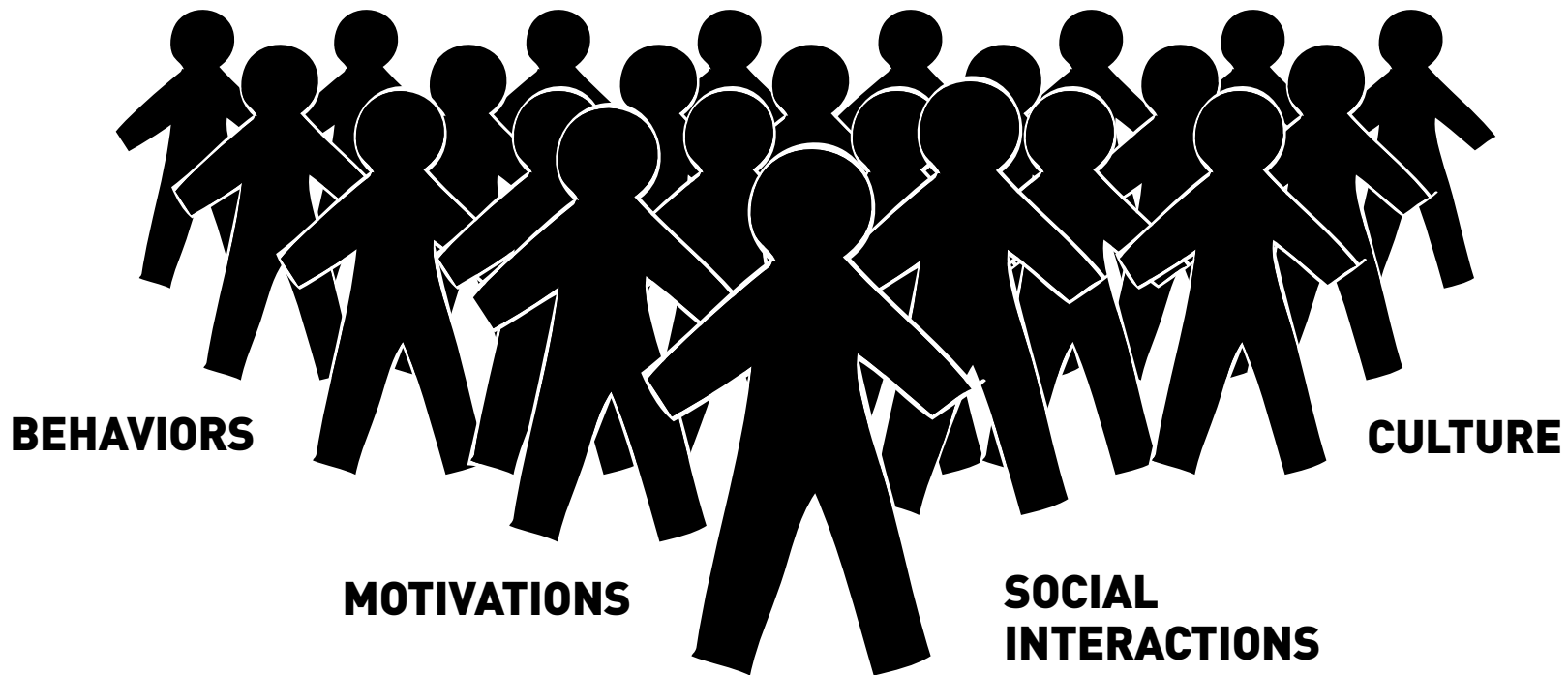
We use **DESIGN THINKING** to create **products / environments / systems / strategies / culture** and transform organizations, societies and inspire innovation.



SOME KEY PRINCIPLES

01. Inspiration from people
02. Balance perspectives
03. Prototype to learn

01 Get inspired by **PEOPLE** and look at their behaviors, both individually and in larger social/cultural contexts.



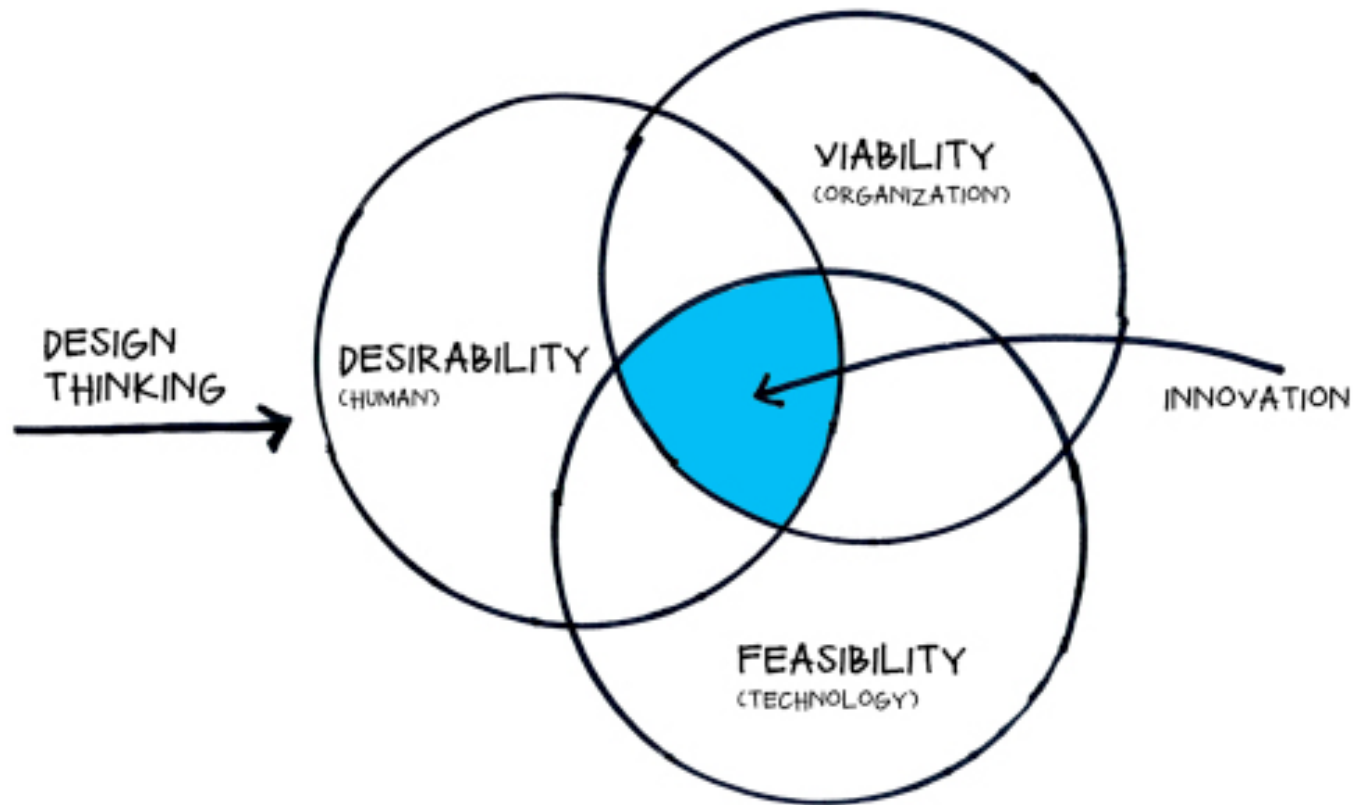


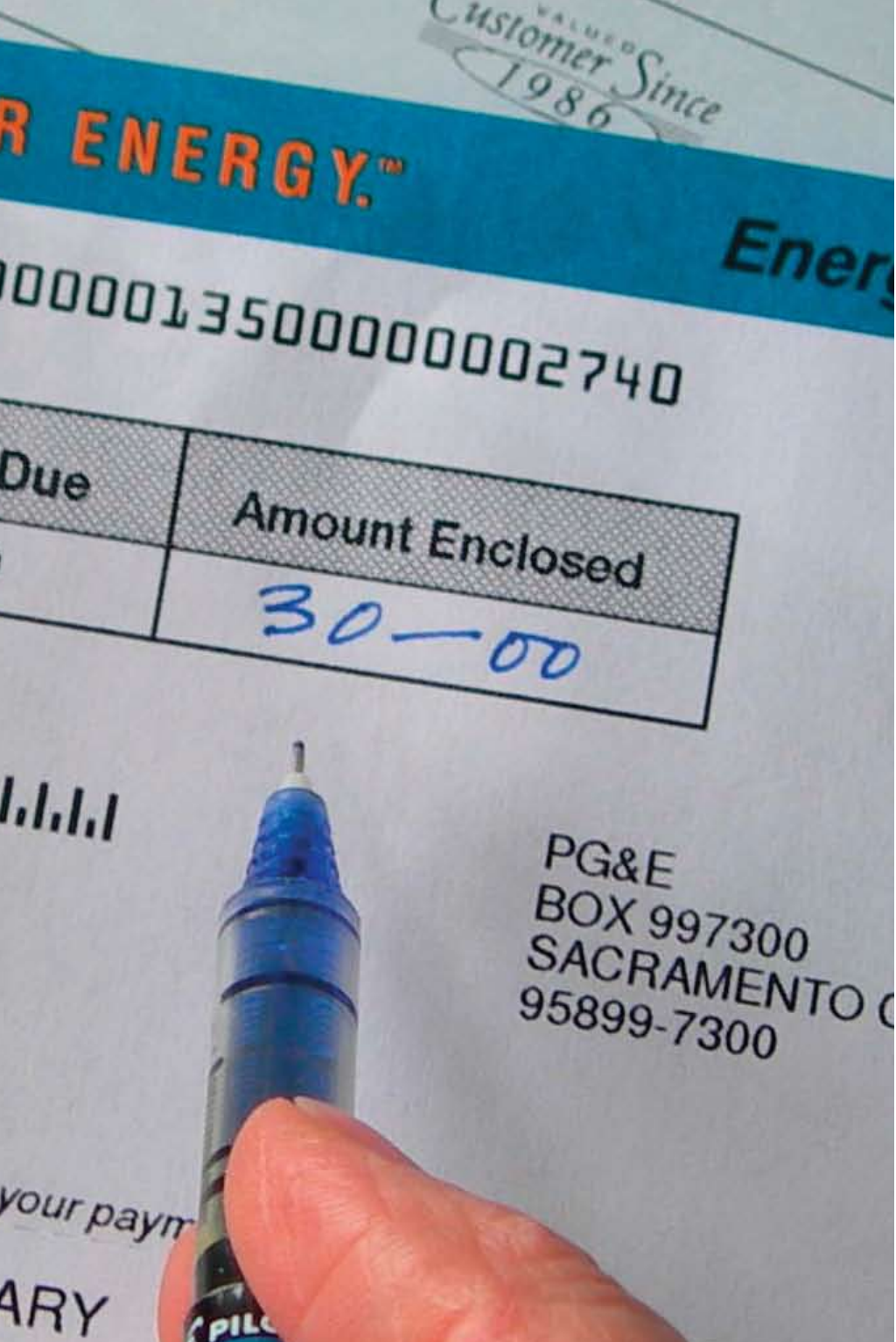
02 BALANCE PERSPECTIVES

People, what is desirable and usable for them.

Business, what is viable economically + organizationally.

Technical, what is feasible to create from available choices/contexts.





03 PROTOTYPE TO LEARN

Build to think, and think to build

Don't be afraid to experiment quickly, fail often, learn and iterate





**LET'S LOOK AT TWO
STORIES IN DETAIL.**

VISIONSPRING ADOLESCENT VISION

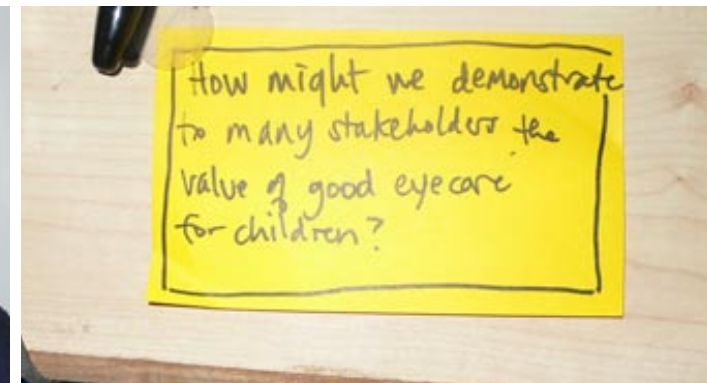
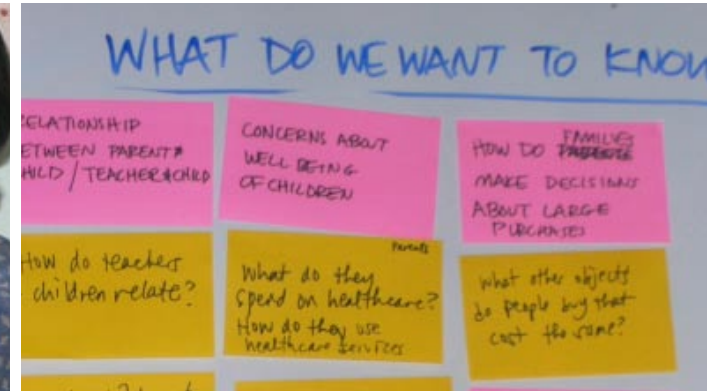
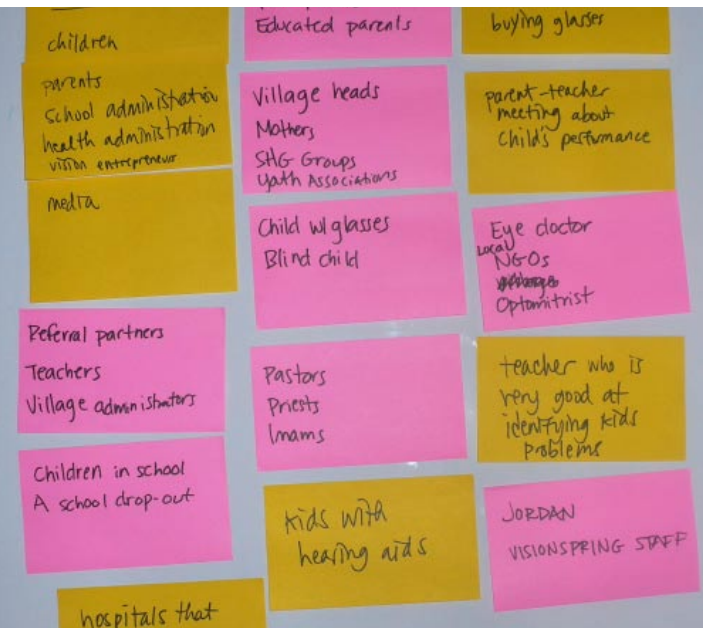
ADOLESCENT VISION

Inspiration from people



How might we design a system of providing comprehensive eye care to adolescent children? How might we learn the human-centered design process?

Learning the HCD process



Immersive in-context research



Coached research (6 weeks)



H C D HUMAN CENTERED DESIGN



- OVERVIEW
- HEAR
- CREATE
- DELIVER

Hear

Designing meaningful and innovative solutions that serve your customers begins with gaining deep empathy for their needs, hopes and aspirations for the future. The Hear booklet will equip the team with methodologies and tips for engaging people in their own contexts to delve beneath the surface. During the Hear phase, your Design Team will collect stories and inspirations from people. You will prepare for and conduct field research.

Resources

- [Hear guide - Facilitator](#)
- [Field Guide](#)
- [Visual tools](#)

SHARE YOUR EXPERIENCE

POST QUESTIONS AND EXPERIENCES USING THE HCD TOOLKIT

[Older Entries](#)

Student: By Khaja Mohinuddin

Existing user (young adult) of distant vision glasses

She is 18 years old. She is studying Intermediate IInd year at Government Junior College in Mogaligidda her living with her parents.

She has been suffering from severe headache for the past 1 year, but never told her parents and friends. One day Kuchukulla Eye Hospital conducted a school screening at her college. She has attended the camp and was screened and identified her eye-problem as Myopia and referred her to wear - 0.50 power eye-glass. She attended this camp for free. She has been using the glasses regularly since then.

She was feeling reluctant to wear glasses because her friends teased her continuously. But after a while, she got used to wearing glasses and started enjoying her studies. Recently she went to Shadnagar with her mother to buy new frame for her glasses and she bought a new frame of a different color, which she felt was more stylish for Rs.375/-. Now, Pasumala Swarnalatha feels happy.

Posted in [Hear](#) | [No Comments](#) »

Analogous situation: Understanding the Marketing and Sales process another organization

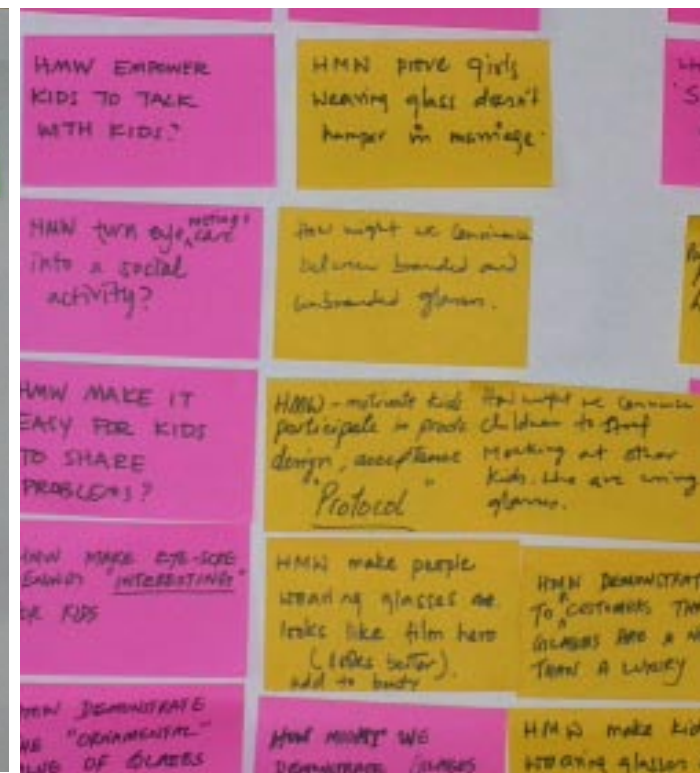
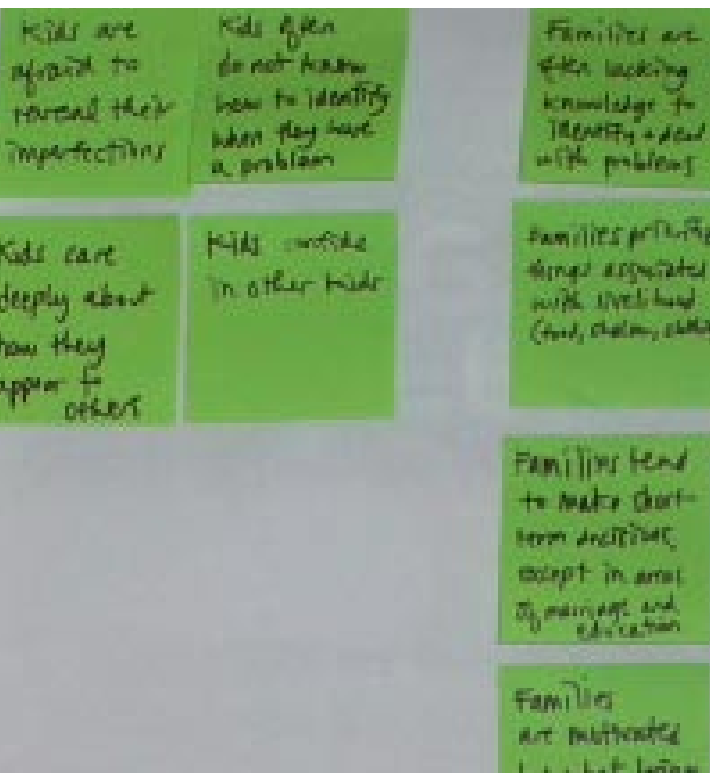
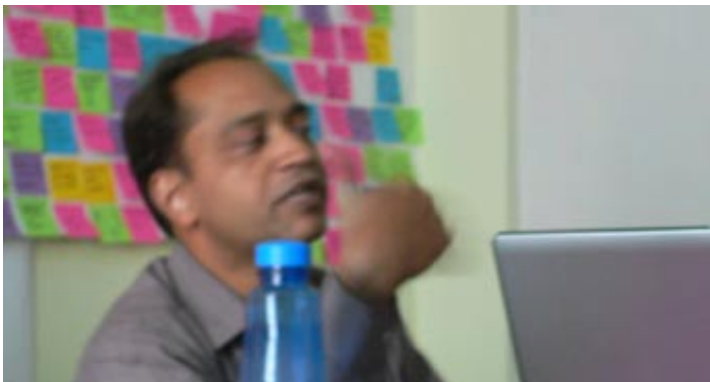
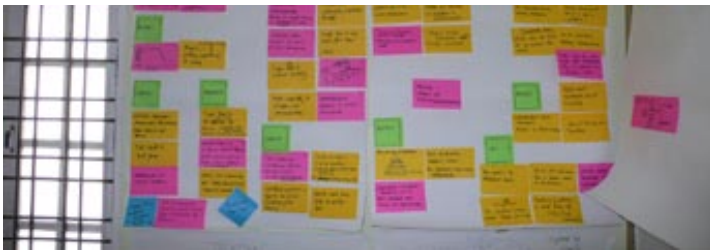
Tuesday, February 3rd, 2009

Analogous situation: Understanding the Marketing and Sales process another organization

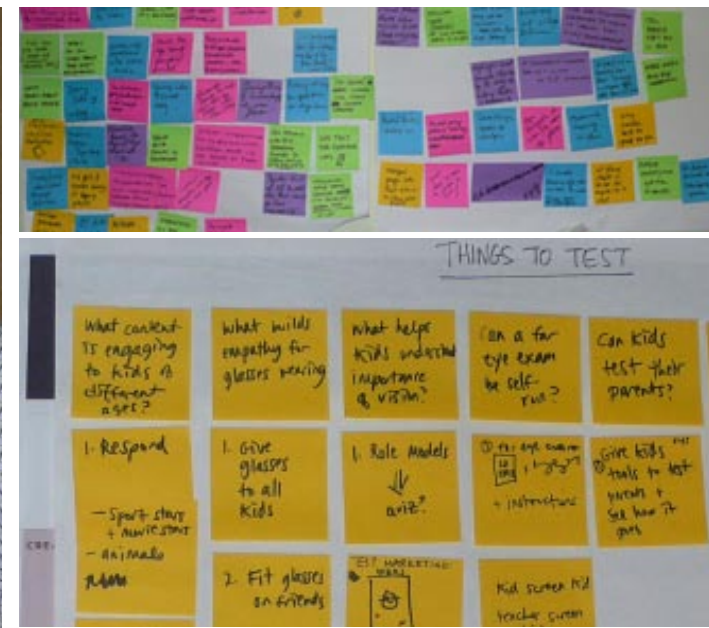
Location: Hyderabad



Storytelling session to isolate themes



Framing the question + brainstorming ideas



Early prototyping of ideas

