



# Final Design Submission

Design Thinking & Innovation  
Process

Section: A16, Week 16



D'source Project



Open Design School



MoE's Innovation Cell



**THINK!  
DESIGN**

# **Design Thinking & Innovation (DT&I)**

Section: A16

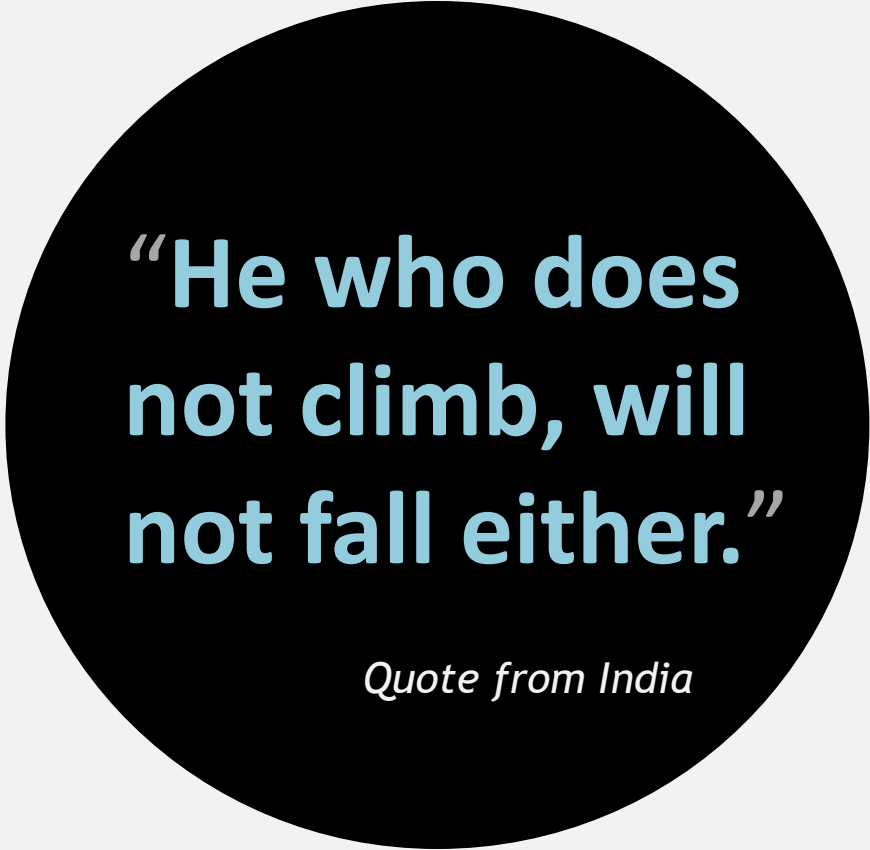
Week 16



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DESIGN**

# **Design Thinking & Innovation (DT&I)**

**Prof. Ravi Poovaiah**  
IDC School of Design, IIT Bombay



**“He who does  
not climb, will  
not fall either.”**

*Quote from India*

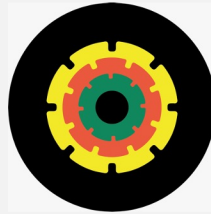
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# DT&I Course – Week 16:



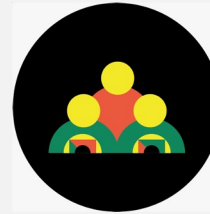
DT&I  
Process  
(20%)

- > Final Design
- > Report
- > Presentation



DT&I  
Tools  
(20%)

- > Report
- > Presentation Tips
- > Design work  
Fundamentals



DT&I  
Project  
(50%)

- > Final Report  
Submission
- > Final Presentation  
Submission



DT&I  
Case Study  
(10%)

- Expert Discourse:
- > Innovation and  
Creativity



# DT&I Process

## A16 Final Design

Module A16:



# Final Design Submissions:



## Content

A16.1: Design Thinking and Innovation Process - Implementation

A16.2: Final Design

A16.3: Final Report and Presentation

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A16.1

# Final Design Implementation

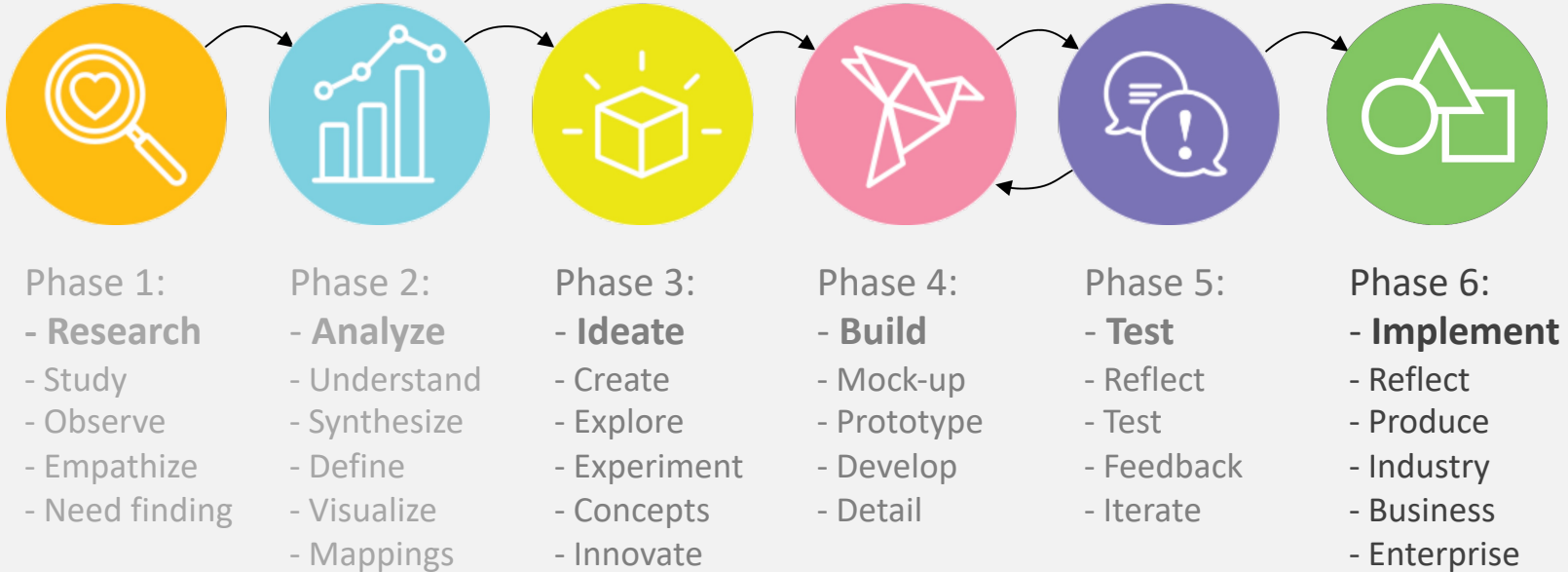


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# DT&I Process - Implement:

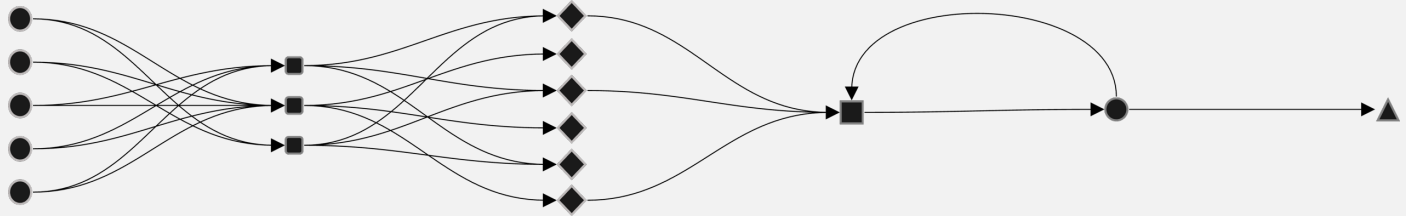
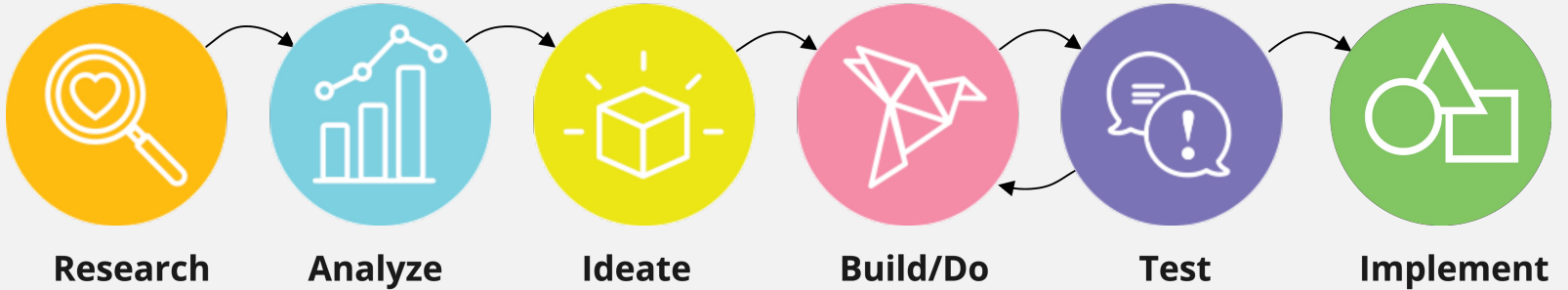
Implement is the final phase of the DT&I process.





# DT&I Process - Implement:

Let's summarize:



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A16.2

# Finalise Design



# Finalise Design



**This final week is dedicated to finalizing all aspects of the design solution and documenting the whole process in the form of a report and presentation.**

The documentation is in terms of its:

1. Design Features – functional, form, materials, media
2. List of components of the final design
3. Design Specifications

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A16.3

# Final Report and Presentation



# Report and Presentation



## **The final Report involves:**

Documenting the Design Thinking and Innovation process followed during the previous 15 weeks in solving the problem that you have chosen.

The suggested number of pages is 30 (A4 size vertical)

## **The final Presentation involves:**

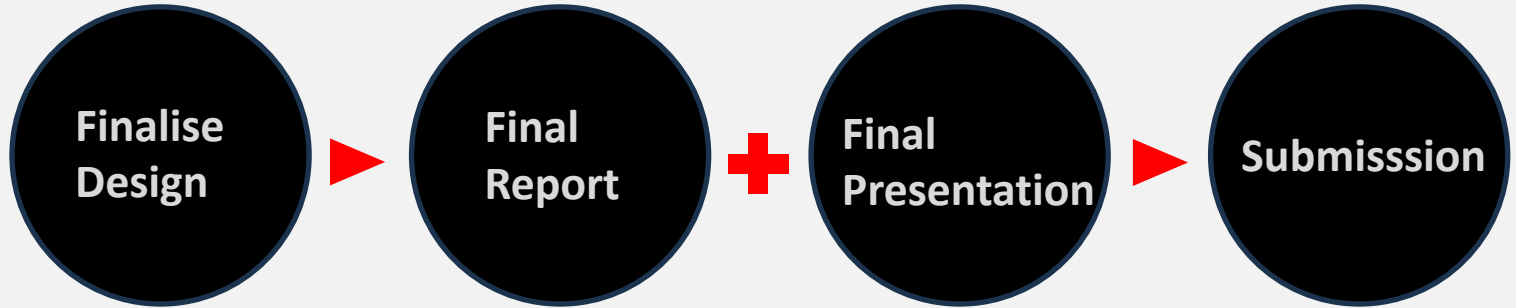
Presenting the Design Thinking and Innovation process followed during the previous 15 weeks in solving the problem that you have chosen.

The suggested number of slides is 30



# Final Submission:

(Finalise Design > Report + Presentation > Submission)



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A16.4

# Why is Report and Presentation Important?





# Why is 'Report+ Presentation' important?

- Both the report and the presentation **documents the design thinking and innovation process** used to solve the chosen problem.
- The report and the presentation summarizes the project, highlights its salient features and gives an overview of the innovative design solution.
- The final documentation of the solution is useful for further development and serves as a reference document for starting a business entrepreneurship.

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A8.6

# Further Study and References

# Further Study and References:

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- [www.dsource.in](http://www.dsource.in)  
DT&I, Case Studies, Courses, Tools, and Resources  
<https://dsource.in/dti>  
<https://dsource.in/case-study>  
<https://dsource.in/course>  
<https://dsource.in/tools>  
<https://dsource.in/resource>
- The Design of Future Things  
by Don Norman, Basic Books, 2007
- Nexus: A brief history of Information  
by Yuval Noah Harari, Fern Press , 2024

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Design Quote:

“That's one small  
step for a man, a  
giant leap for  
mankind.”

*Neil Armstrong*





**Thanks very  
much for  
Listening**

**DT&I Process**  
Section: A16  
Week 16

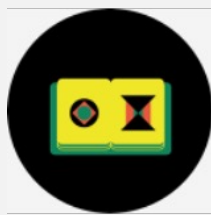
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# DT&I Process – Week 1-8:



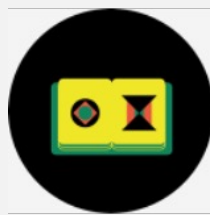
## Week 1

- > Course Structure
- > Intro to DT&I



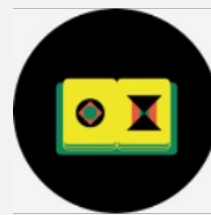
## Week 2

- > What, Who, Why
- > Models of DT&I



## Week 3

- > Sec. Research 1
- > Documentation



## Week 4

- > Sec. Research 2
- > User and Envir.

## Week 5

- > Primary Research Part 1
- > Interacting with Users

## Week 6

- > Primary Research Part 2
- > User Studies

## Week 7

- > Analysis Part 1
- > Information/Data Analysis

## Week 8

- > Data Analysis Part 2
- > Inferences to Recommendations

# DT&I Process – Week 9-16:



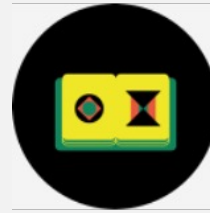
## Week 9

- > Ideation Part 1
- > Generating Creative Ideas



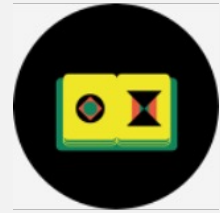
## Week 10

- > Ideation Part 2
- > Generating Creative Ideas
- > Concept Evaluation
- > Concept Maps



## Week 11

- > Prototyping Part 1
- > Soft Prototype
- > 'Rough Sketches',
- > Paper Prototype
- > Scenarios/ Storyboarding



## Week 12

- > MVP
- > Proof of Concept (PoC)
- > Info Architecture
- > Experience Design

## Week 13

- > Human Factors / Ergo
- > Systems Mapping
- > Hi-fidelity prototyping
- > 3D Modelling Printing

## Week 14

- > Usability Studies
- > Iterate and Finalise Design

## Week 15

- > Business Model
- > Pitch Presentation
- > IP, Creative Commons, Open Source & Design

## Week 16

- > Final Design
- > Report
- > Presentation

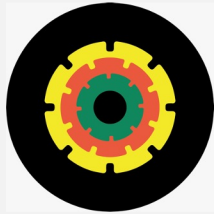
THINK!  
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# DT&I Course – Week 16:



DT&I  
Process  
(20%)

- > Final Design
- > Report
- > Presentation



DT&I  
Tools  
(20%)

- > Report
- > Presentation Tips



DT&I  
Project  
(50%)

- > Final Report Submission
- > Final Presentation Submission



DT&I  
Cast Study  
(10%)

- Expert Discourse:
- > Innovation and Creativity





## Supporting Organizations:



D'source Project



Open Design School



MoE's Innovation Cell



**Credits:**

**Presented by:**  
Prof. Ravi Poovaiah



D'source Project



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## Credits:

**Camera & Editing:**  
Santosh Sonawane



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## Credits:

Think Design Animation:  
Rajiv Sarkar



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## Credits:

**Graphic Icons:**  
Shweta Pathare



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## Credits:

End Title Music:  
C P Narayan



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## Credits:

**Produced by:**

IDC School of Design

IIT Bombay



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