

Mind-Mapping

Design Thinking & Innovation
Tools



D'source Project



Open Design School



MoE's Innovation Cell

Section: T2, Week 2



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Section: T2.0
Week 2



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Prof. Ravi Poovaiah
IDC School of Design, IIT Bombay



DT&I Tools

T2 Mindmapping

Module T1:

THINK!
DESIGN



T2.0

Mindmapping + Affinity Links



Mindmapping:

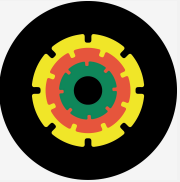
What is Mindmapping?

Mindmapping is a simple creative thinking technique that helps you **identify and discover the components or ideas associated with the topic/theme topic/problem** that you are trying to solve.

Mindmaps show how the **components are connected/linked to the main topic/theme as categories and sub-categories.**

Mindmaps give a worldview/overview of the problem space.

Mindmapping could be used at different phases of the design process: - **to understand the topic, to get a worldview, to generate ideas, to find alternate solutions, to compare feedback, and to link components of the system.**



Mind-Mapping:

Individually or in groups?



Mindmapping can be done individually or in a group.

It can be even done with large number of participants (30 to 60) with a facilitator for moderating the session and scribes for drawing the mindmap that can be seen by the whole group.

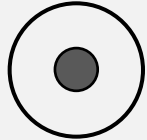
Mindmapping is most effective when done in groups with people from diverse backgrounds and opinions are involved.

The size of the space needed to do increases with the number of participants. A4 size is fine for an individual, A3 size for a small group of participants and a large board or projection screen for large number of participants.



Mindmapping:

Steps in Mindmapping:



1. Draw the main theme in the centre
(recommended as keywords expressing the main topic/problem clearly)



2. Brain-storm for key-words as branches and sub-branches of the theme
(as scribbles, in bubbles, online using Miro/Figma, etc.)



3. Connect the keywords (with lines) as branches of the central theme



4. Use colour code for differentiating categories, thickness or weight for showing hierarchy and arrow-heads to show direction



5. Make use of images/icons to make information visible



6. At least Three levels of branching is required to show the topic in depth

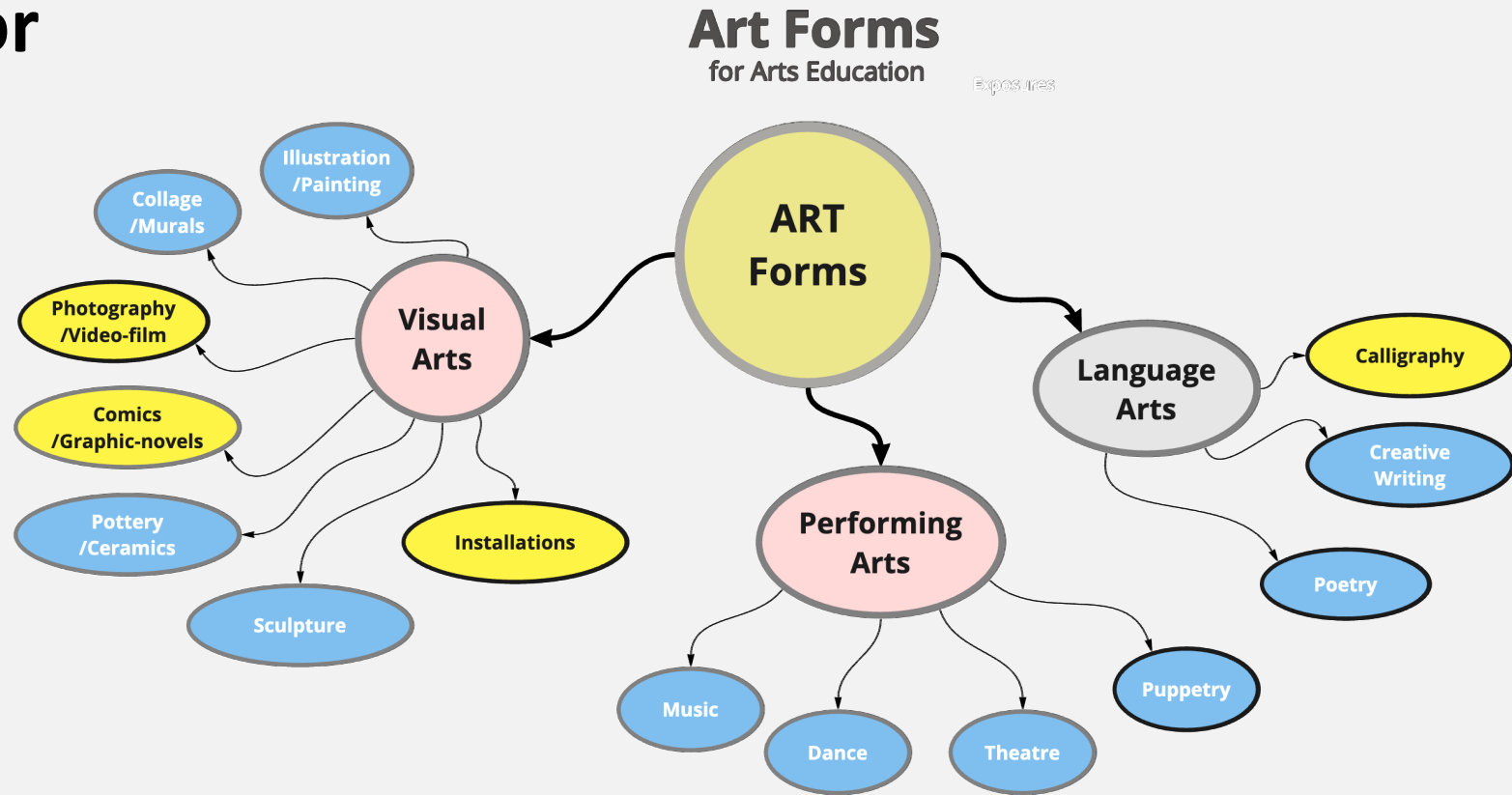


Mindmapping:

Mindmapping for topic: Art Forms

Example from a
Mindmapping session for
understanding the topic
'Art Forms' to be learnt in
schools.

Shown are 2 levels of
categories and with the use of
colours to differentiate
categories - the ones in grey
colour are not yet to be
introduced in schools



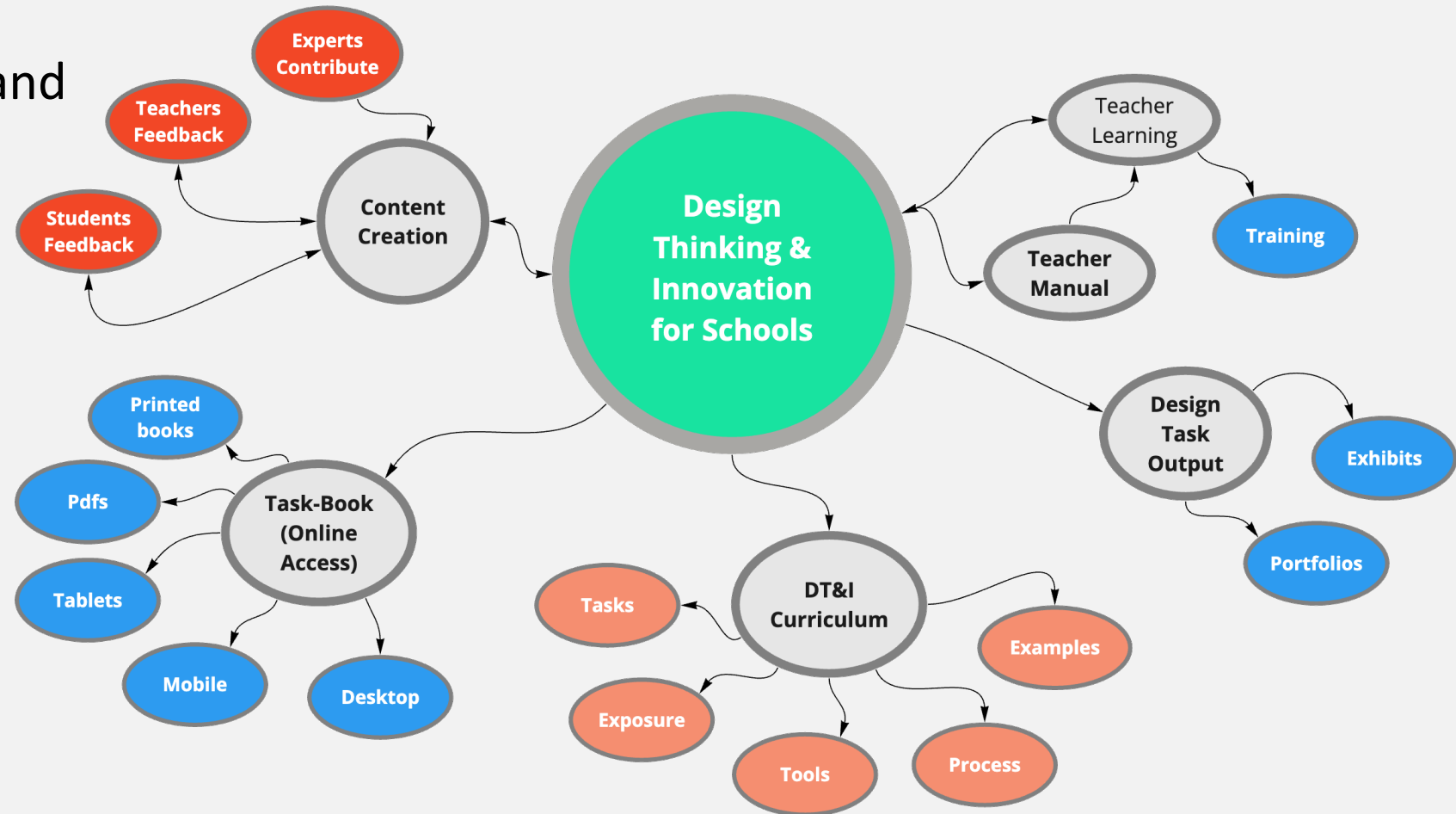


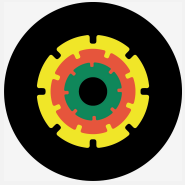
Mindmapping:

Mindmap:

Design Thinking and
Innovation
Curriculum for
Schools

Shown are 2 levels of
categories with the
use of colours to
differentiate
categories and lines
with arrows to show
directions



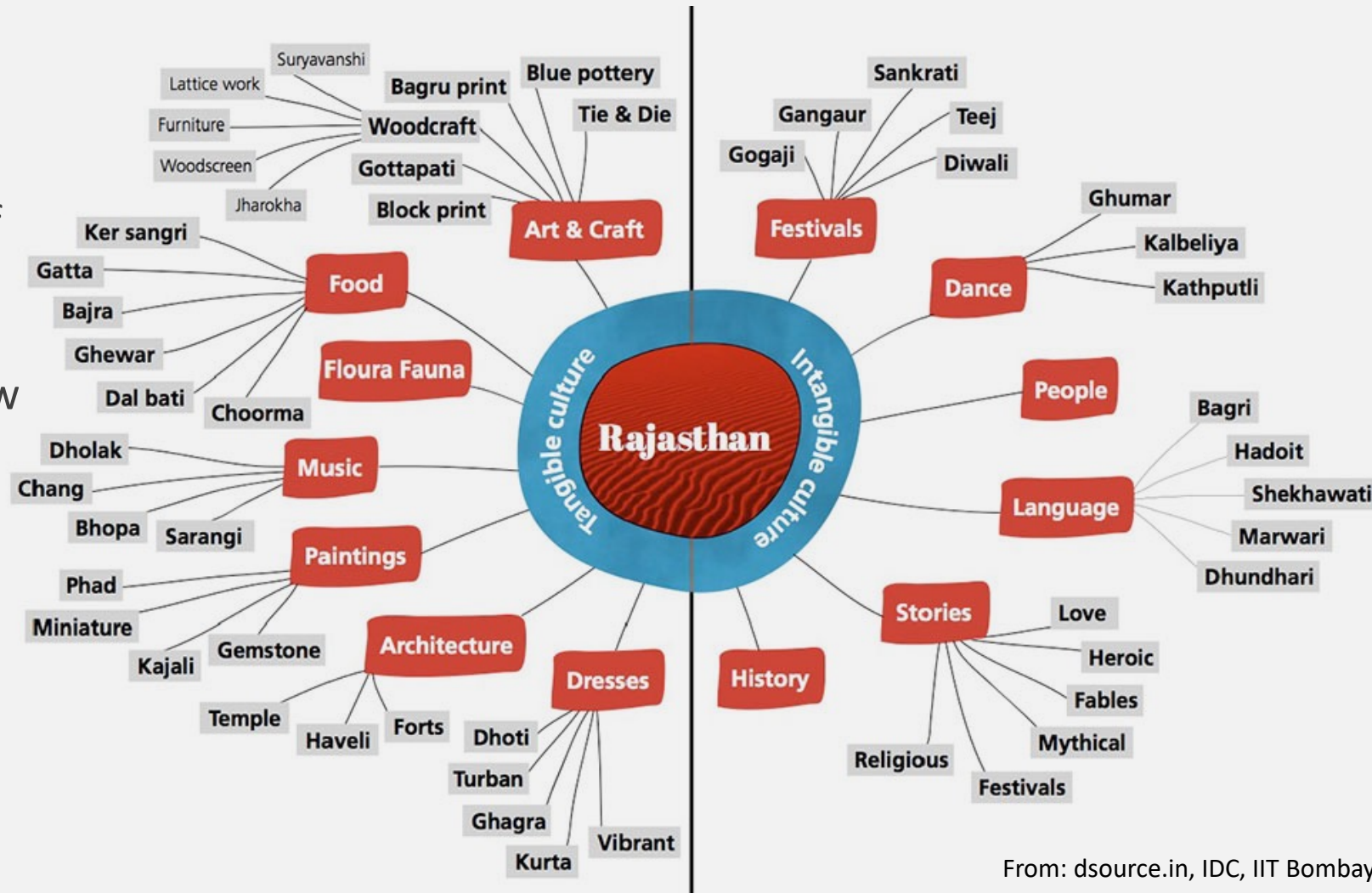


Mindmapping:

Mindmap:

Here is an example of **Mind-map** exploring the cultural diversity of the state of Rajasthan and its people. It gives one an overview of all the aspects connected to the culture of Rajasthan.

Shown are 2 levels/branches or categories



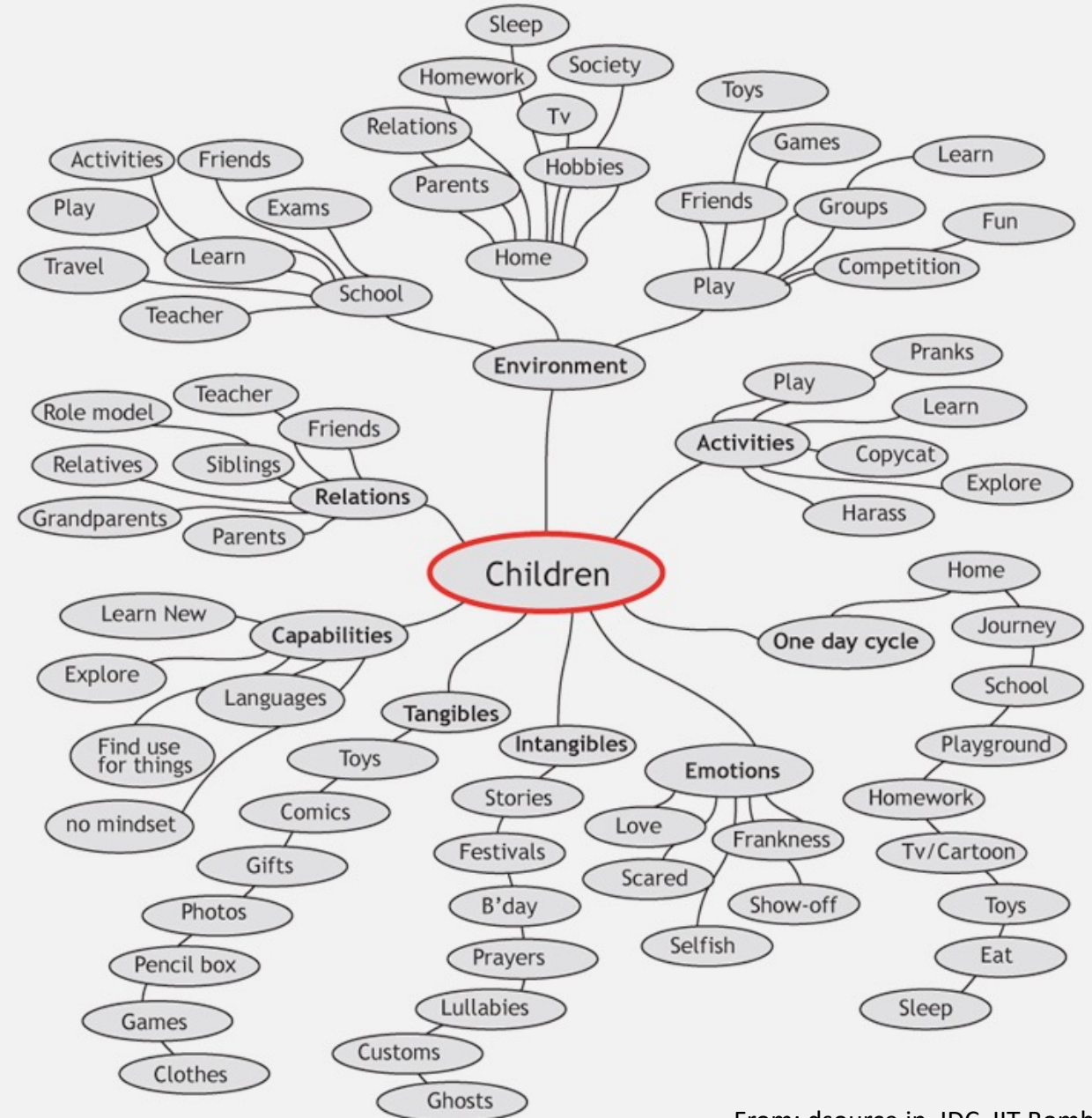


Mindmapping:

Mindmap:

gives a Overview of
Children's
environment and
their World

Shown are 2
levels/branches or
categories



Mindmapping:

Mindmap of the Shintoism shown with 3 branches/ levels

THINK!
DESIGN



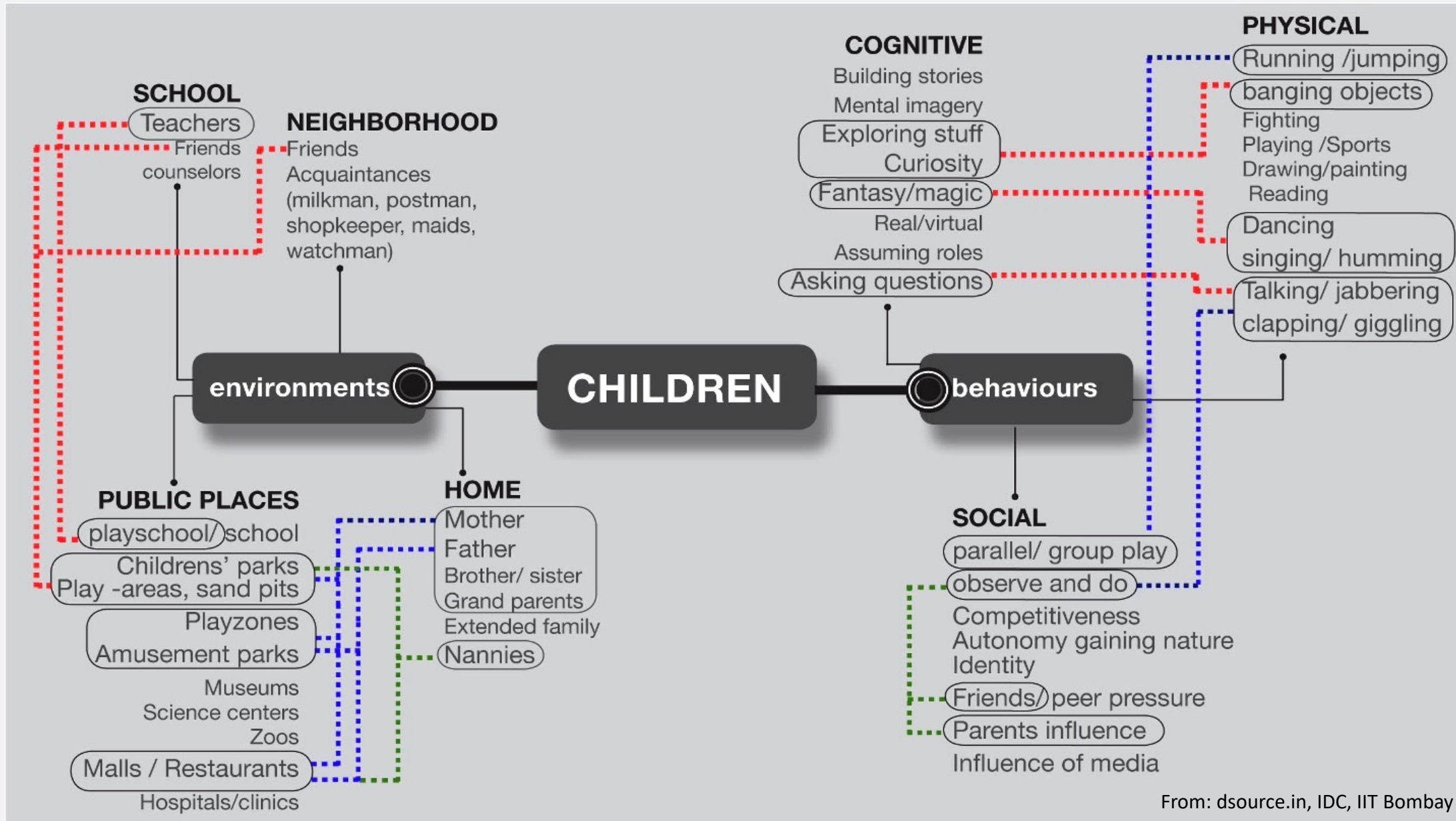
Shintoism mind map



Mindmapping + Affinity Links:

Mindmap of Children' shown with 2 branches/ levels with Affinity Links

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Mindmapping for Worldview of your topic:

Key-words, Categorizing, linking:

In this exercise, Mindmapping is used to **find the components and parts of your topic, link them with branches, and get an overall worldview of your topic.**

Mindmapping can again be used as a **technique to generate alternate ideas** at the Ideation phase of the project.



Person behind Mind-Mapping:

Tony Buzan:

Tony Buzan (1942-2019) coined the term ‘Mind mapping’.

According to Buzan,

“**Mind mapping** is a technique based on memory and creativity and comprehension and understanding, so when the student or a child uses the mind map, they are using their brain in the way their brain was designed to be used, and so the mind helps them in all learning and cognitive skills. It simply helps them in what the brain does naturally”.



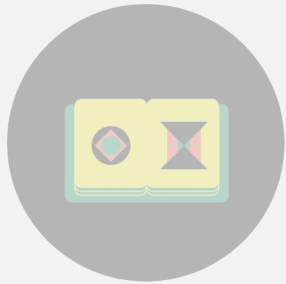


**Thanks for
Listening**

DT&I Tools
Section: T2
Week 2

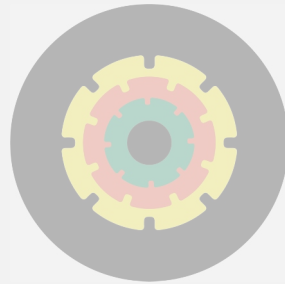


DT&I Course – Week 2:



DT&I
Process
(20%)

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



DT&I
Tools
(20%)

- > Mind-Maps +
Affinity Links



DT&I
Project
(50%)

- > Finalize Topic
for DT&I project +
Do Mind-Mapping



DT&I
Case Study
(10%)

- > Case Study
Project Smaran



Credits:

Presented by:
Prof. Ravi Poovaiah



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Credits:

Camera & Editing:
Santosh Sonawane



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Credits:

Think Design Animation:
Rajiv Sarkar



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Graphic Icons:
Shweta Pathare



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End Title Music:
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