

Case Study Project

Design Thinking & Innovation
Case Study



D'source Project



Open Design School



MoE's Innovation Cell

Section: C6, Week 6



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Section: C6
Week 6



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Prof. Ravi Poovaiah
IDC School of Design, IIT Bombay



DT&I Case Study

C6 Case Study Project

Module C6:

THINK!
DESIGN



C6.1

Case Study

- Lap Crate: a takeout box

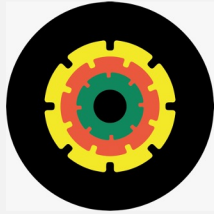


DT&I Case Study Content:



DT&I Process (20%)

- > Research
- > Analysis
- > Ideation
- > Prototyping
- > Feedback
- > Business Model



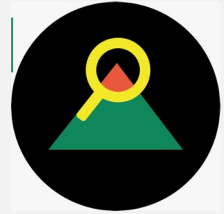
DT&I Tools (20%)

- > Brain-Storming
- > Mind-Mapping
- > Interviews, Survey
- > Idea Analysis
- > Idea Sketching



DT&I Project (50%)

- > Secondary Research
- > Primary Research
- > Use of Tools
- > Prototyping
- > Validation



DT&I Case Study (10%)

- > Case Study
- Project PD Project
- **Lap Crate: a Takeout Box**





**Thanks for
Listening**

DT&I Case Study
Section: C6
Week 6

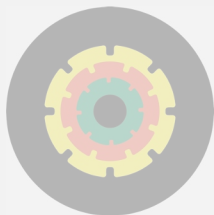
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DESIGN

DT&I Course – Week 6:



DT&I
Process
(20%)

- > Primary Research
Part 2
- > User Studies



DT&I
Tools
(20%)

- > Questionnaires
- > Talking to Subject
Experts



DT&I
Project
(50%)

- > Primary Research
- > Questionnaires
- > Talking to Subject
Experts



DT&I
Cast Study
(10%)

- > Case Study
Project

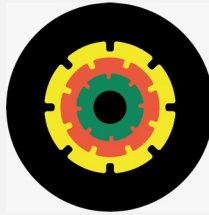
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DESIGN

DT&I Course – Week 7:



DT&I
Process
(20%)

- > Data Analysis Part 1
- > Arifact Mappings
- > Spatial Mappings
- > Temporal Mappings



DT&I
Tools
(20%)

- > Arifact Mappings
- > Spatial Mappings
- > Temporal Mappings



DT&I
Project
(50%)

- > Data Analysis
- > Artifact-Spatio-Temporal Mappings



DT&I
Cast Study
(10%)

- > Case Study Project



Supporting Organizations:



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Credits:

Mentors for Case Study Example:

Prof. Ravi Poovaiah

Prof. Avinash Shinde,

Dr. Ajanta Sen,

Dr. Guruprasad K. Rao



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THINK! DESIGN

Credits:

Students:

Aamir

Abhijith

Kathir

D'source

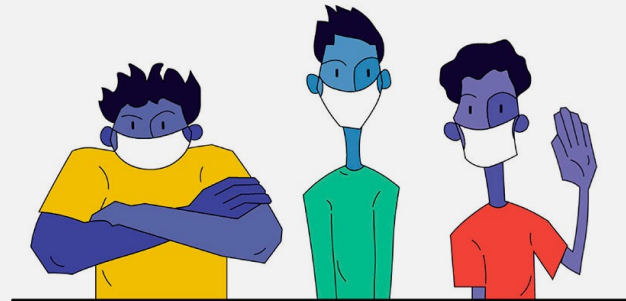
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Credits:

Camera & Editing:
Santosh Sonawane



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Credits:

Think Design Animation:
Rajiv Sarkar



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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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Questionnaires Steps:

Steps in :



1. **Identify the data/information** that you would like to collect through Questionnaire



2. **Identify the users group** that you want to administer the questionnaire



3. **Write down the Questions** in a clear manner



4. **Figure out the type of Question** and the **related response answers**



5. **Administer the Questionnaire and get the responses** (online or offline)



6. **Analyze the responses** and represent the quantifiable ones as **Charts and Diagrams**

7. **Make a list of inferences** from this study