

## Case Study Project

Design Thinking & Innovation  
Case Study

Section: C8, Week 8



D'source Project



Open Design School



MoE's Innovation Cell



**THINK!  
DESIGN**

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

Section: C8  
Week 8



**THINK!  
DESIGN**

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

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



# DT&I Case Study

**C8 Case Study Project:**  
**The Indian Medicine System**  
Module C8:

THINK!  
DESIGN



C8.1

# The Indian Medicine System

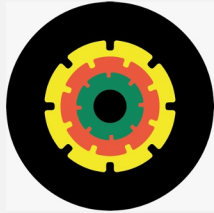
THINK!  
DESIGN

# DT&I Case Study Content:



## DT&I Process

- > Research
- > Analysis
- > Ideation
- > Prototyping
- > Recommendations



## DT&I Tools

- > Brain-Storming
- > Mind-Mapping
- > Interviews
- > Circular Mappings
- > Causal Mappings
- > Prototyping



## DT&I Project

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



## DT&I Case Study

- > Case Study  
Project:  
**The Indian  
Medicine System**

**THINK!  
DESIGN**





**Thanks for  
Listening**

**DT&I Case Study**  
Section: C8  
Week 8

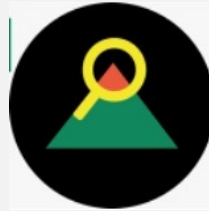


# DT&I Case Study – Week 1-8:



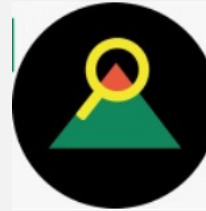
## Week 1

> Jellow  
Communicator  
(CD + IxD)



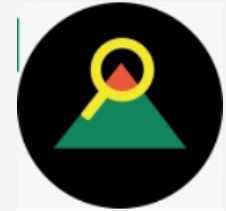
## Week 2

> Smaran for the  
Elderly  
(PD + IxD)



## Week 3

> Learning Culture  
through Stories  
(CD + IxD)



## Week 4

> Solar Powered  
Pesticide Sprayer  
(PD)

## Week 5

> Smart Device for  
Bedroom  
(IxD + CD)

## Week 6

> Lap Crate: a  
Takeout Box  
(PD + Packaging D)

## Week 7

> Sustainable Housing  
Society +  
Coffee, Tea and Spice  
Stories  
(Service D)

## Week 8

> The Indian  
Medicine System  
(PD + CD + IxD)

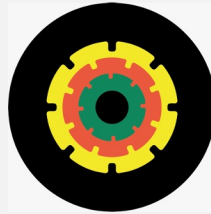
THINK!  
DESIGN

# DT&I Course – Week 8:



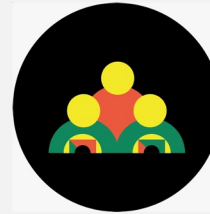
DT&I  
Process  
(20%)

- > Data Analysis Part 2
- > Inferences to Recommendations



DT&I  
Tools  
(20%)

- > Personas
- > OIOR Table



DT&I  
Project  
(50%)

- > Data Analysis
- > Creating Personas
- > Making OIOR Table



DT&I  
Cast Study  
(10%)

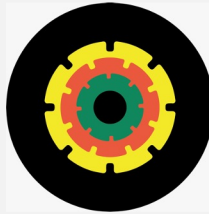
- > Case Study Project:  
The Indian Medicine System

# DT&I Course – Week 9:



## DT&I Process (20%)

- > Ideation – Part 1
- > Creative Concepts
- > Idea Brainstorming
- > Idea Sketching



## DT&I Tools (20%)

- > Idea Sketching
- > Body storming,
- > SCAMPER
- > Lateral Thinking



## DT&I Project (50%)

- > Alternate Ideas
- > Idea Sketching
- > Body storming,
- > SCAMPER
- > Lateral Thinking



## DT&I Cast Study (10%)

- > Case Study  
Project:  
Geo Lights



## Supporting Organizations:



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## Credits:

**Presented by:**  
Prof. Ravi Poovaiah



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## Credits:

### **Mentors for Case Study Project:**

Prof. Ravi Poovaiah

Dr. Ajanta Sen

### **Bachelor of Design Students:**

Ishaan N

C Jeremy

Mohak G

Prafulla GS



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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  
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