



DESIGN THINKING

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What is design thinking?

A Method of focusing innovation on people and designing based on:

“What people need and want”

“What people like or dislike”

In regards to production, packaging, marketing, retailing, support, or all of them

Supply Push **vs.** Demand Pull

1 Supply Push

Yesterday

Technology Lead \Rightarrow Market Follow



"Product for Few"



*"New Technologies
create **NEW MARKET**"*

"Innoventor is King"

2 Demand Pull

Tomorrow

Market Lead \Rightarrow Technology Follow



"Value for Many"



*"Consumer's needs create
INNOVATIVE products and services"*

"Consumer is King"

Why Is Design Thinking Important?

- . It reduces the risk associated with launching new ideas.
- . It helps organizations/team learn faster.
- . It generates solutions that are innovative.

Design Thinking for Global Business



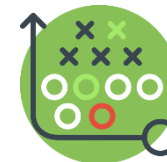
Major output :



Product and Service



Operational Process

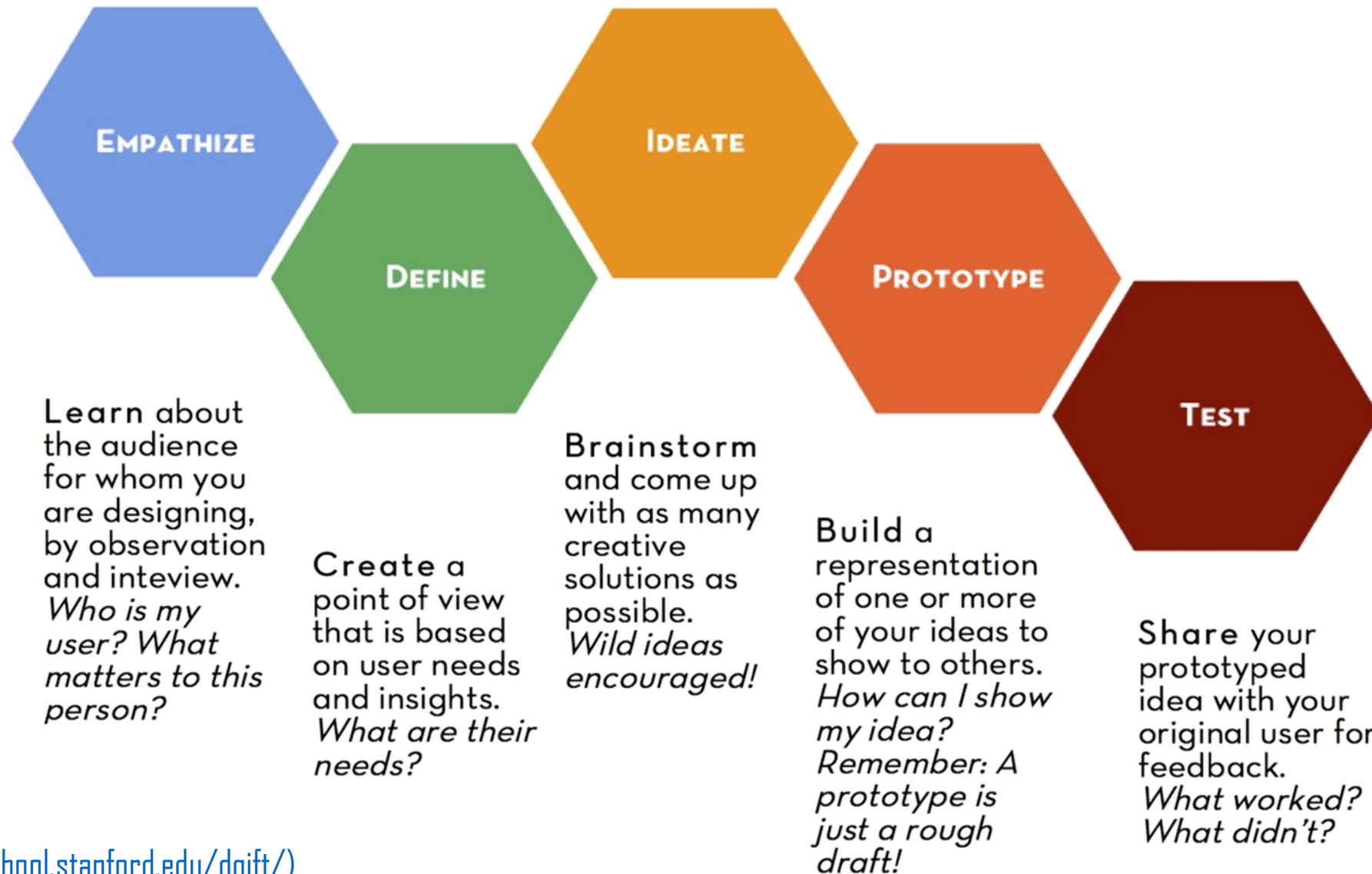


Business Strategy



Business Model

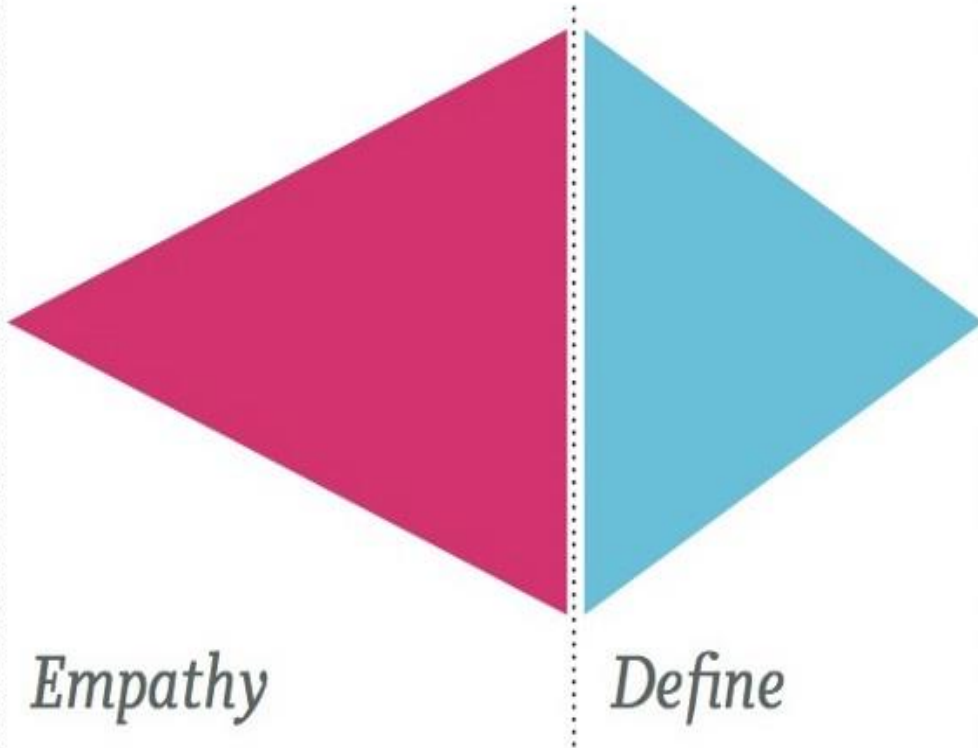
Stanford d.school design thinking process



(Source: <http://dschool.stanford.edu/dgift/>)

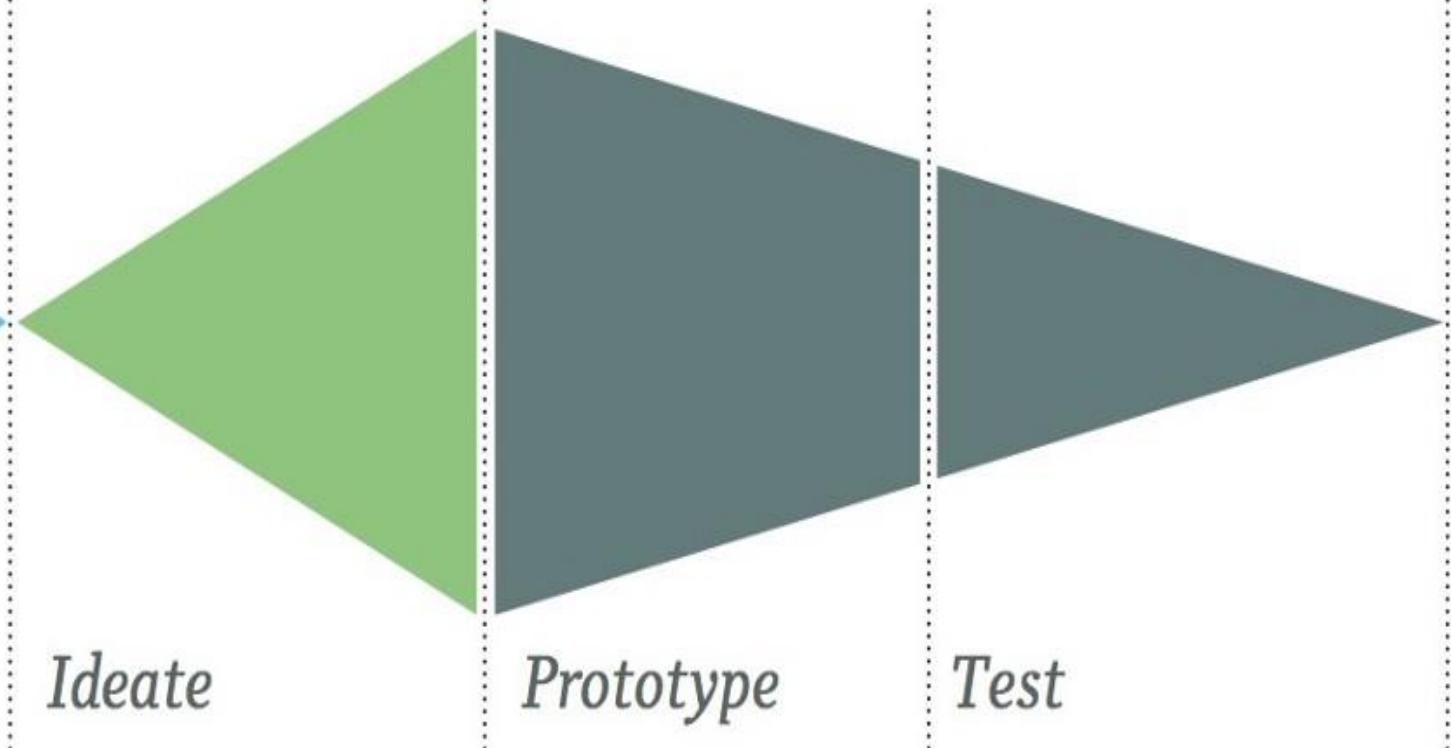
Empathy

Understanding ends in **Insight**.



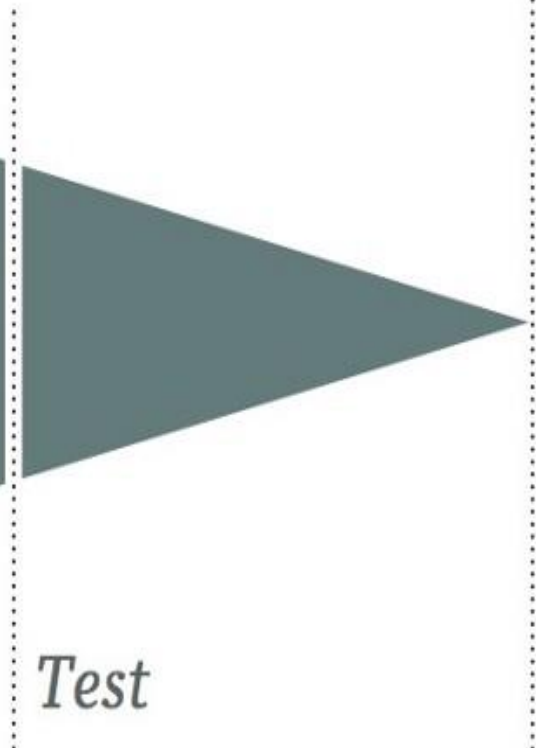
Ideation

Creation ends in **ideas**.



Experimentation

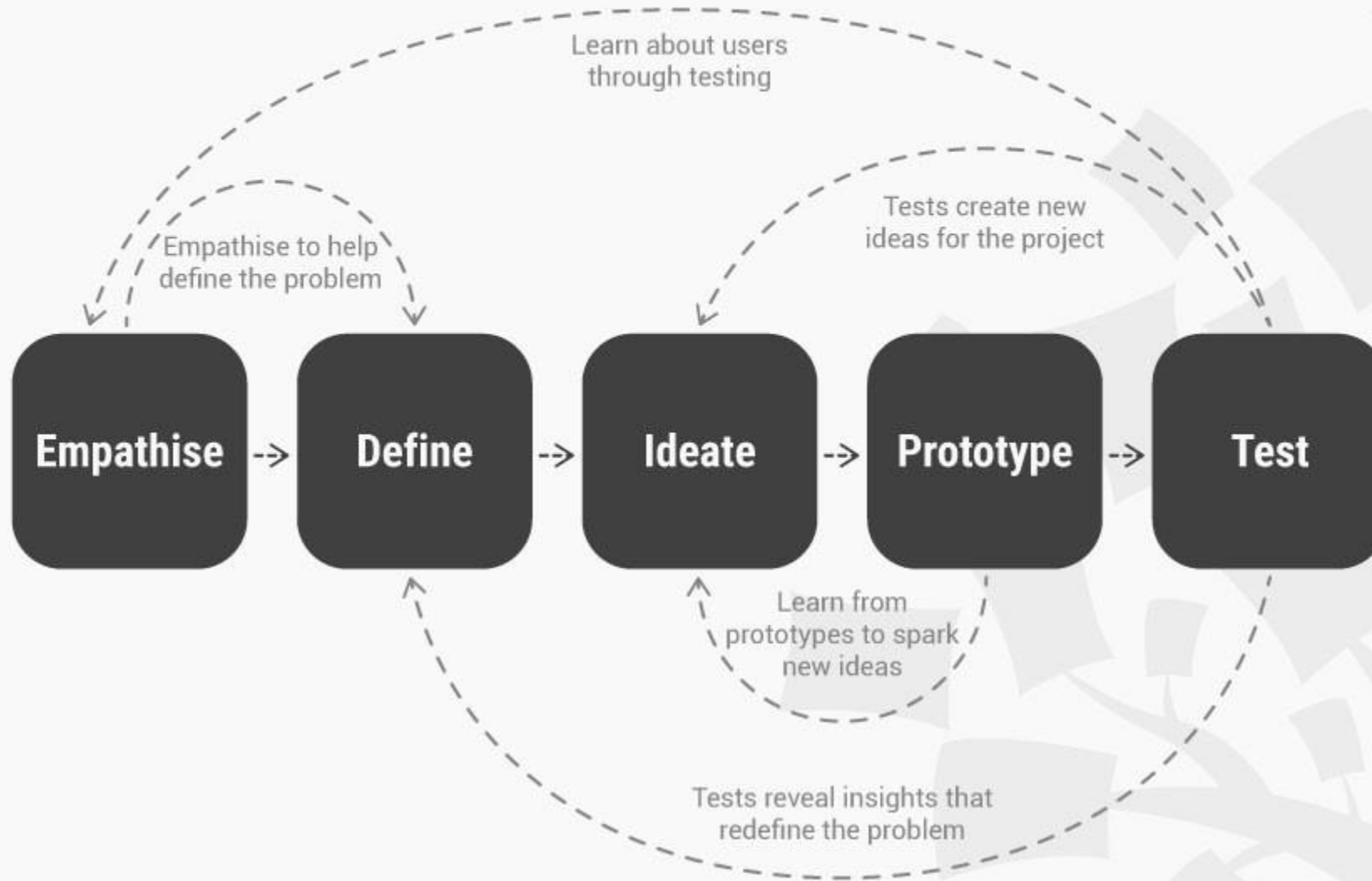
Delivery ends in **reality**.



3 Essential Aspects of Design Thinking

- . Empathy (human-centered)
- . Ideation (generating a lot of ideas)
- . Experimentation

DESIGN THINKING: A NON-LINEAR PROCESS











What Is This?



The Embrace Infant Warmer is



INEXPENSIVE

Less than 1% of the cost of a standard incubator

DURABLE

Can be reused up to 50 times

PORTABLE

Can be used while the baby is held in the mother's arms or during transport

HYGIENIC

Easily cleaned using soap and water

SAFE

Simple and intuitive to use, validated through routine safety testing and extensive clinical trials

EFFECTIVE

Incorporates an innovative phase change material to rapidly stabilize the temperature of an infant suffering from hypothermia



**Entrepreneurial Design
for Extreme Affordability**

In developing countries, 80% of all premature and low-birth-weight infants are born far away from hospitals and traditional incubators.



Embrace is a \$25 thermoregulator designed to save premature and low birth weight babies. Our mission is to help the 20 million vulnerable babies born every year around the world, who can't access traditional incubators that cost up to \$20,000.





3 MILLION babies die
within the first 28 days of life.

OVER 60,000 BABIES have been helped
across 11 countries.



embraceglobal.org



Tools 2 : Lean Canvas

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
	KEY METRICS		CHANNELS	
COST STRUCTURE			REVENUE STREAMS	

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