



SNS COLLEGE OF ENGINEERING

Coimbatore – 641 035

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DEPARTMENT OF CSE-IoT (CS &BCT)

COURSE NAME : 23GEB101 DESIGN THINKING & INNOVATION

I YEAR /I SEMESTER

Unit 3- CONCEPTING & BUNDLING (IDEA, CREATE)

**Topic 1 : Identifying top three ideas-Bundling the Ideas and
create concepts**





Case



- **Tech Solutions** is a mid-sized technology company that offers software development and IT consulting services. Over the years, the company has grown steadily but faces increasing competition from new market players. Their leadership team identified the need to foster a culture of innovation to improve customer experiences, streamline internal processes, and expand their product offerings.



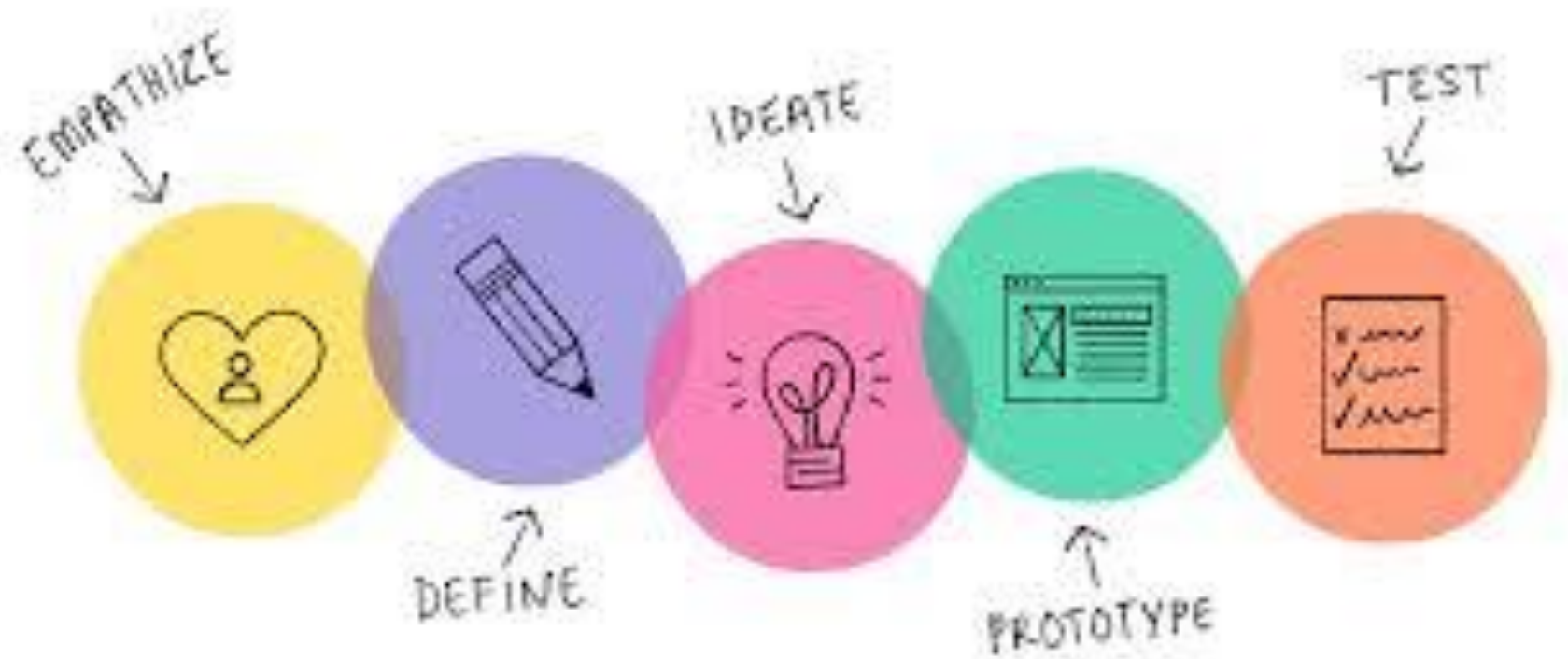
Challenge

Tech Solutions struggled with the following challenges:

- Customer Satisfaction
- Operational Efficiency
- Market Expansion

To tackle these issues, Tech Solutions decided to implement the Design Thinking process to encourage creative solutions and drive meaningful change.

Introduction to Design Thinking



Design Thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.

It is structured around five phases: Empathize, Define, Ideate, Prototype, and Test.



Identifying the Top Three Ideas



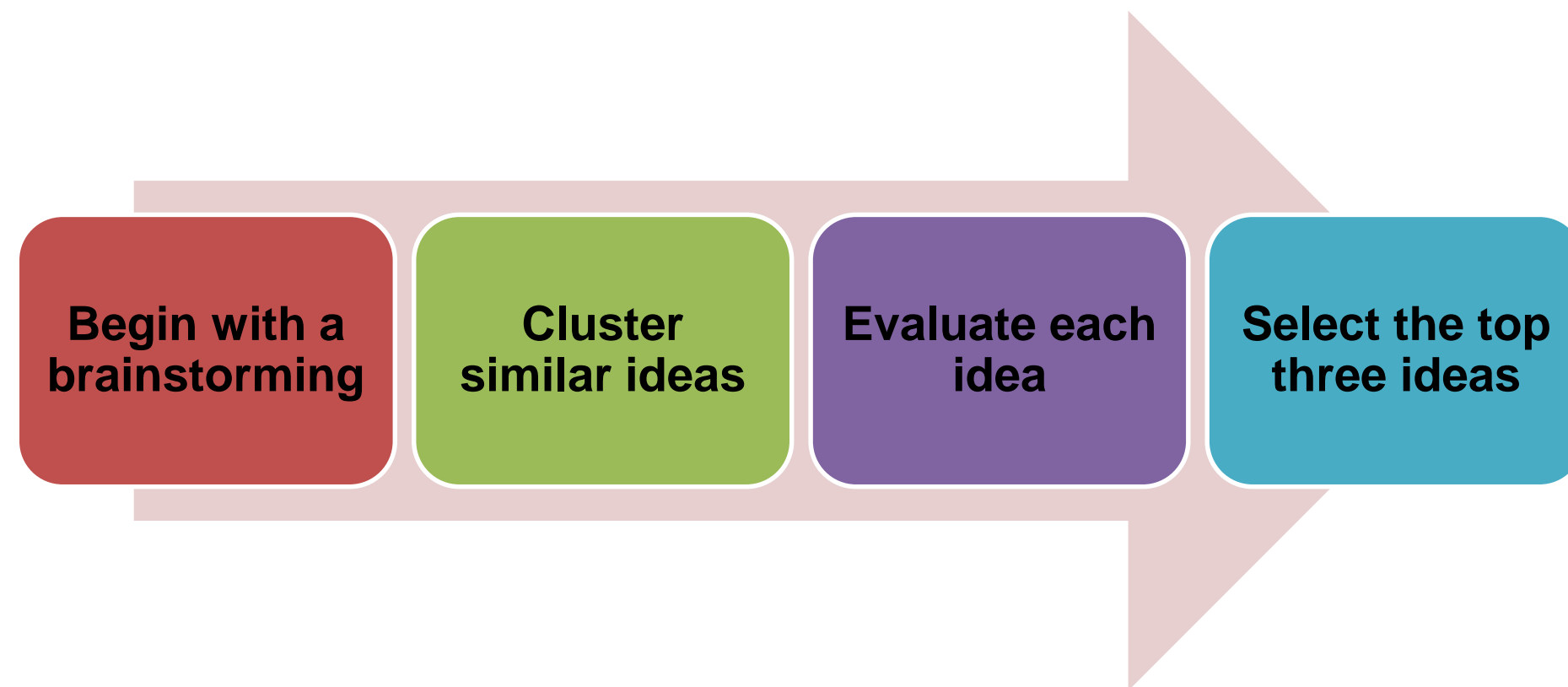
In this step, we focus on the ideation phase, where numerous ideas are generated. To identify the top three ideas:

Step 1. Begin with a brainstorming session involving all stakeholders.

Step 2. Cluster similar ideas to create broader categories.

Step 3. Evaluate each idea based on feasibility, impact, and innovation potential.

Step 4. Select the top three ideas that align with the user's needs and business goals.





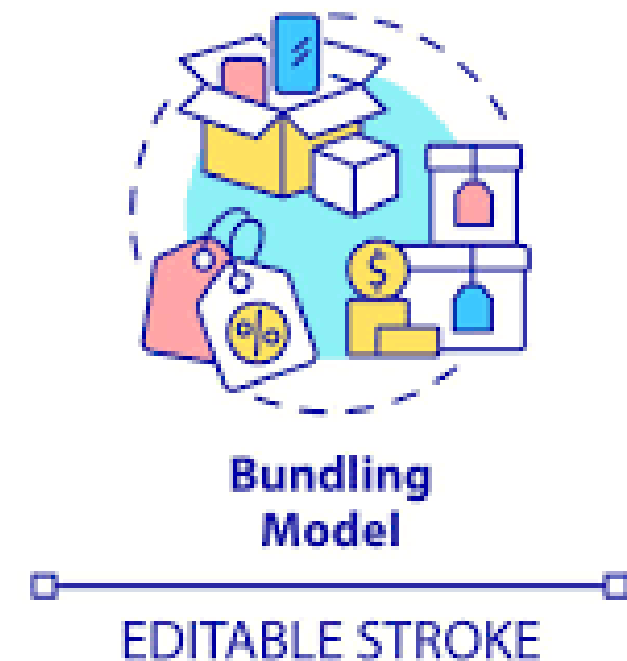
Bundling the Ideas



After identifying the top three ideas, the next step is to bundle these ideas to enhance their overall value. To do this:

1. Look for synergies between the ideas that can create a more comprehensive solution.
2. Combine ideas to address both short-term and long-term needs.
3. Group related ideas into cohesive bundles to solve multiple challenges simultaneously.

This results in a more integrated approach, allowing multiple perspective





Creating Concepts from Bundled Ideas



Once ideas are bundled, the next phase is to transform them into actionable concepts. Here's how:

1. Define the core objectives for each bundle of ideas.
2. Identify the target audience and their specific needs.
3. Prototype the concept to validate assumptions.
4. Iterate based on feedback and refine the concept into a clear, practical solution.

Define-
the core
objectives

Identify –
the target
audience

Prototype-
the concept

Iterate-
based on
feedback



Conclusion: From Ideas to Action



- By using the Design Thinking process, we move from ideation to implementation effectively. Identifying top ideas, bundling them, and transforming them into actionable concepts allows businesses to innovate and stay competitive in today's fast-paced world.
- Remember, Design Thinking is iterative, so continuous testing and refining are key to success.



Assessment 1



1. For the Above CASE discuss the possible solutions,

Top Three Ideas Selected

1. Create a Digital Customer Portal
2. Implement a Cross-Department Collaboration Tool
3. Launch a Custom Software-as-a-Service (SaaS) Platform



Bundled Solution

Integrated Customer Experience and Operational Platform

1. Digital Customer Portal
2. Collaboration Tool
3. SaaS Offering



Tech Solutions adopted the Prototyping and Testing Phases of Design

Thinking to refine the **bundled ideas into two major concepts:**

1. Concept 1: Tech Solutions CX (Customer Experience) Platform
2. Concept 2: Industry-Specific SaaS Offerings



References

1. Brown, T. (2009). Change by Design: How Design Thinking Creates New Alternatives for Business and Society. HarperBusiness.
2. Plattner, H., Meinel, C., & Leifer, L. (2011). Design Thinking: Understand – Improve – Apply. Springer Science & Business Media.
3. Brenner, W., Uebernickel, F. (2016). Design Thinking for Innovation: Research and Practice. Springer.

Thank You