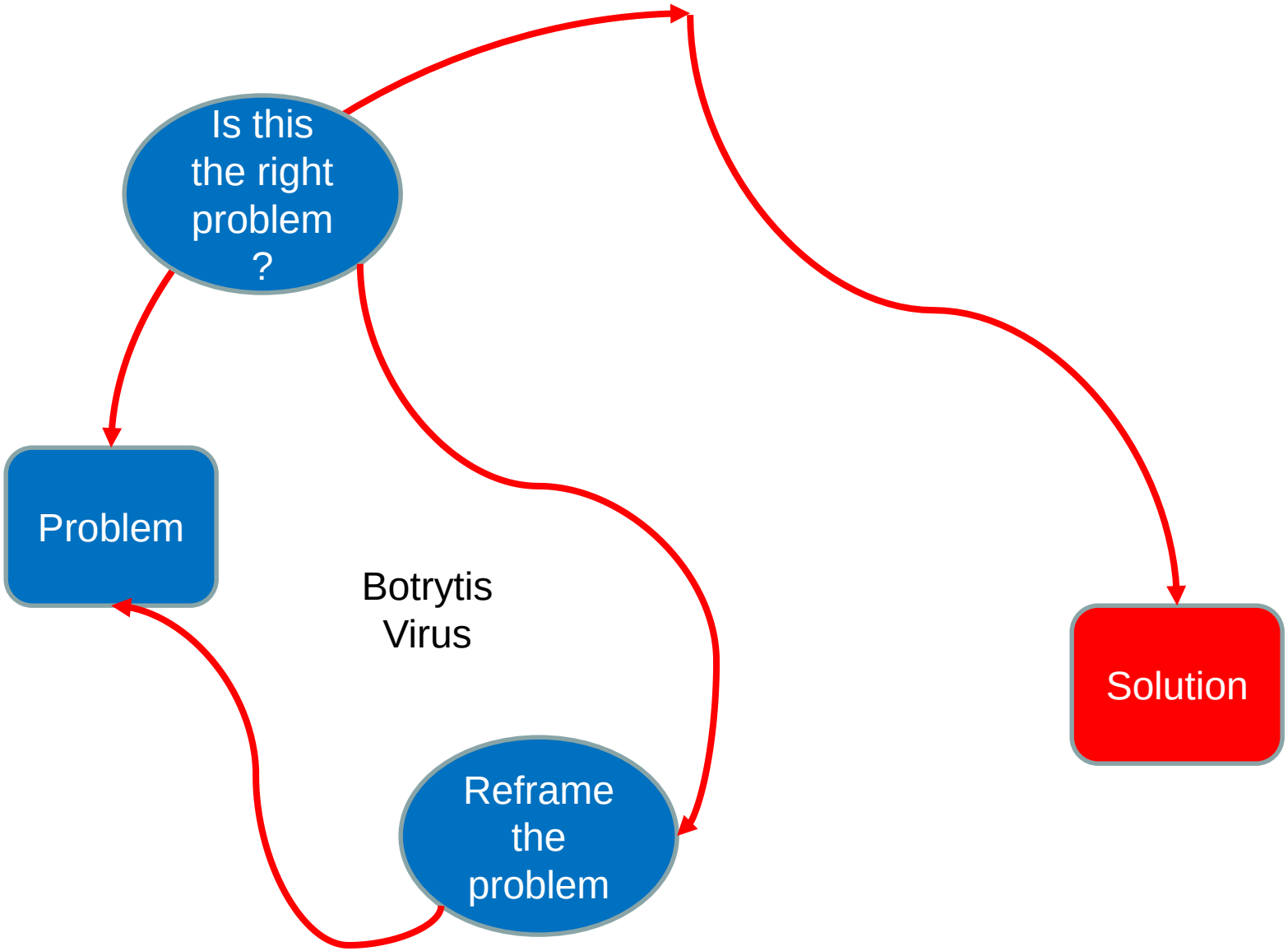
NOKIA

Innovation Premium

The *innovation premium* is the proportion of a company's market value that cannot be accounted for from the net present value of cash flows of its current products in its current markets. Put another way, it's the premium the stock market gives a company because investors expect it to launch new offerings and enter new markets that will generate even bigger income streams. (Dyer and Gregersen 2017)

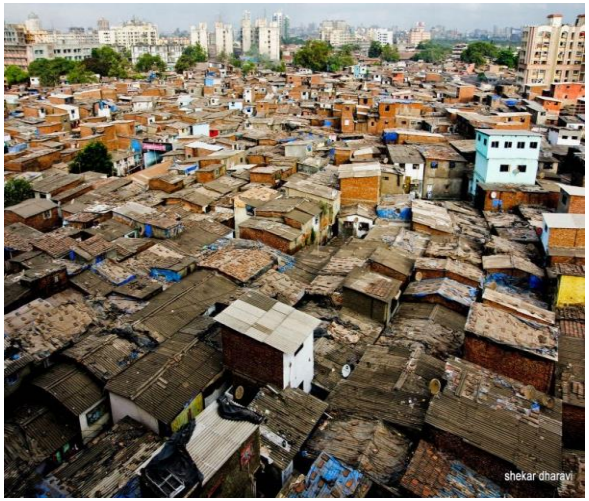
Dyer and Gregersen 2017


Is this the right problem ?
Problem
Botrytis Virus
Reframe the problem
Solution

Datar 2014

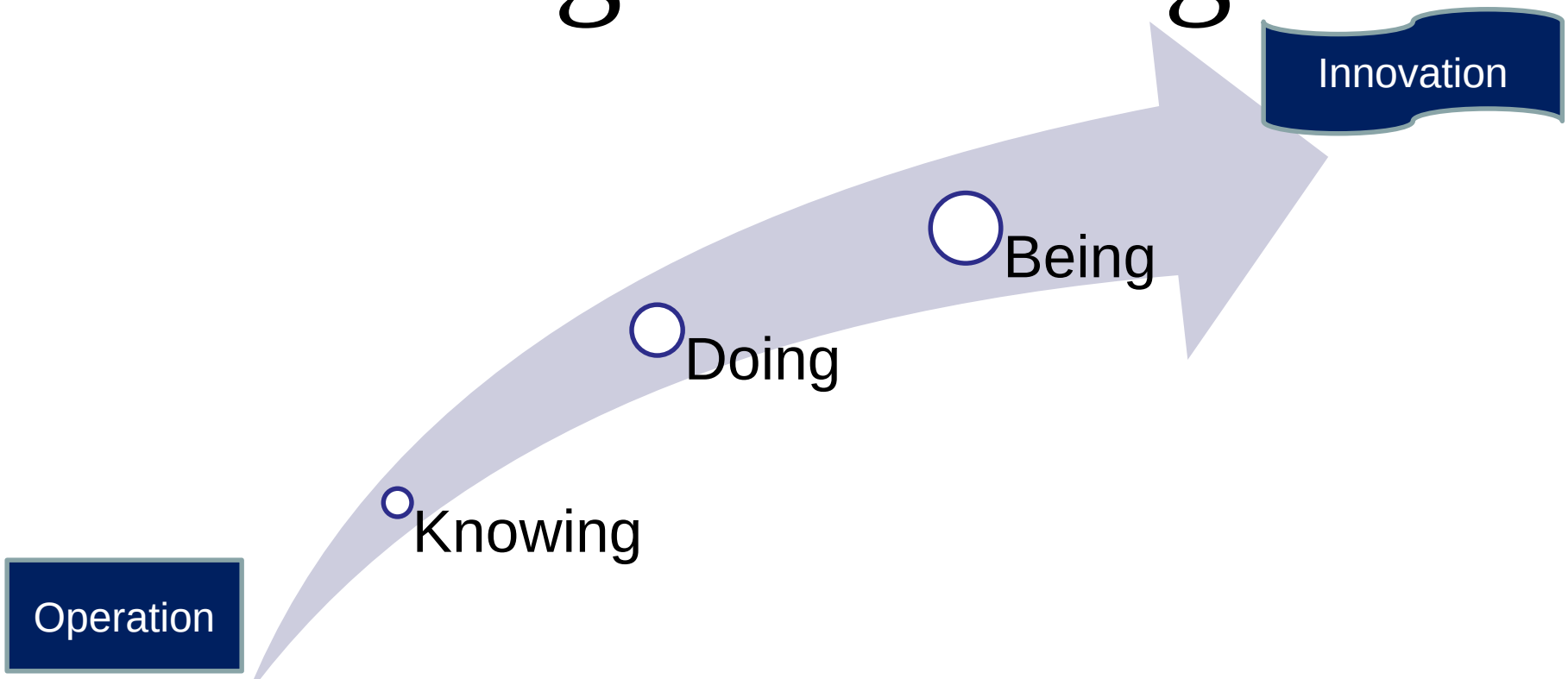
Design Thinking

The Maharashtra government's decision to ban the use of plastic has been welcomed by environmentalists, but frowned upon by some stakeholders who feel that lakhs of people will be rendered jobless in the Rs 50,000 crore industry. The government had earlier rejected the pleas of some players from the plastic industry to reconsider the decision on ban, saying "today's pain is tomorrow's gain". On March 23, the Maharashtra Plastic and Thermocol Products notification was issued to ban the manufacture, use, storage, distribution, sale, import and transportation of all kinds of plastic items.



Better Solution?

Design Thinking



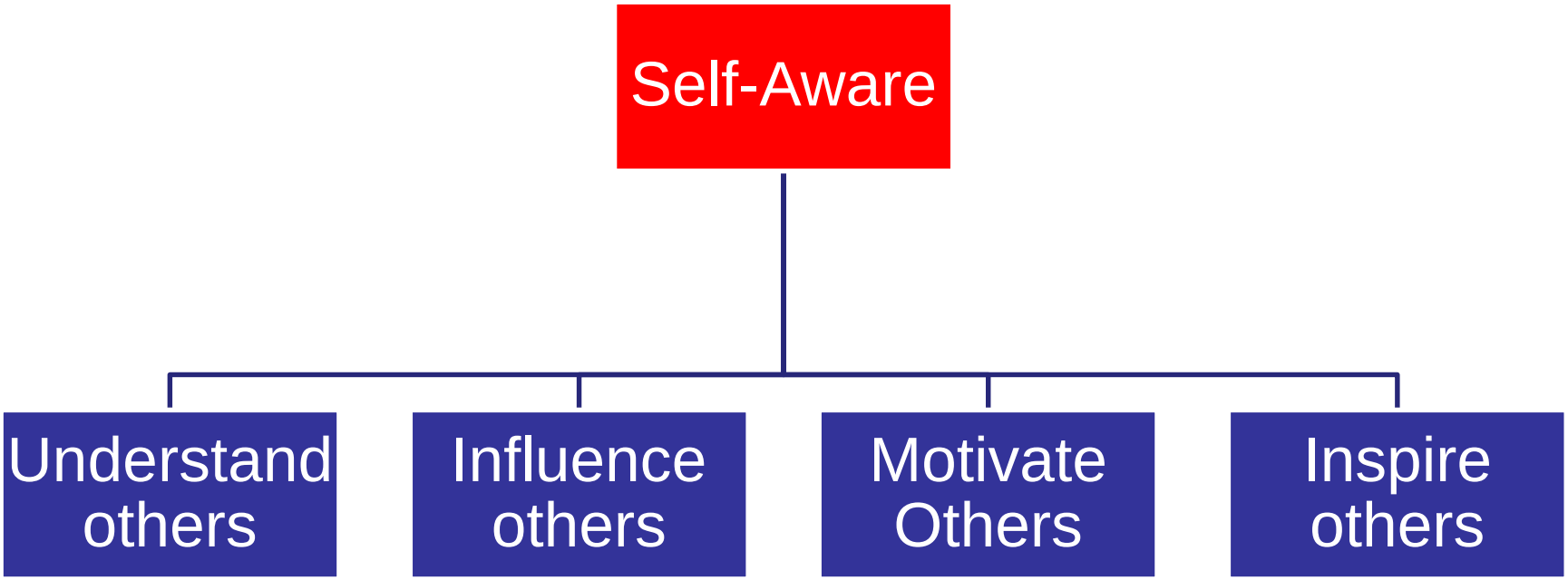
Learning by Doing

Informed decision requires knowledge

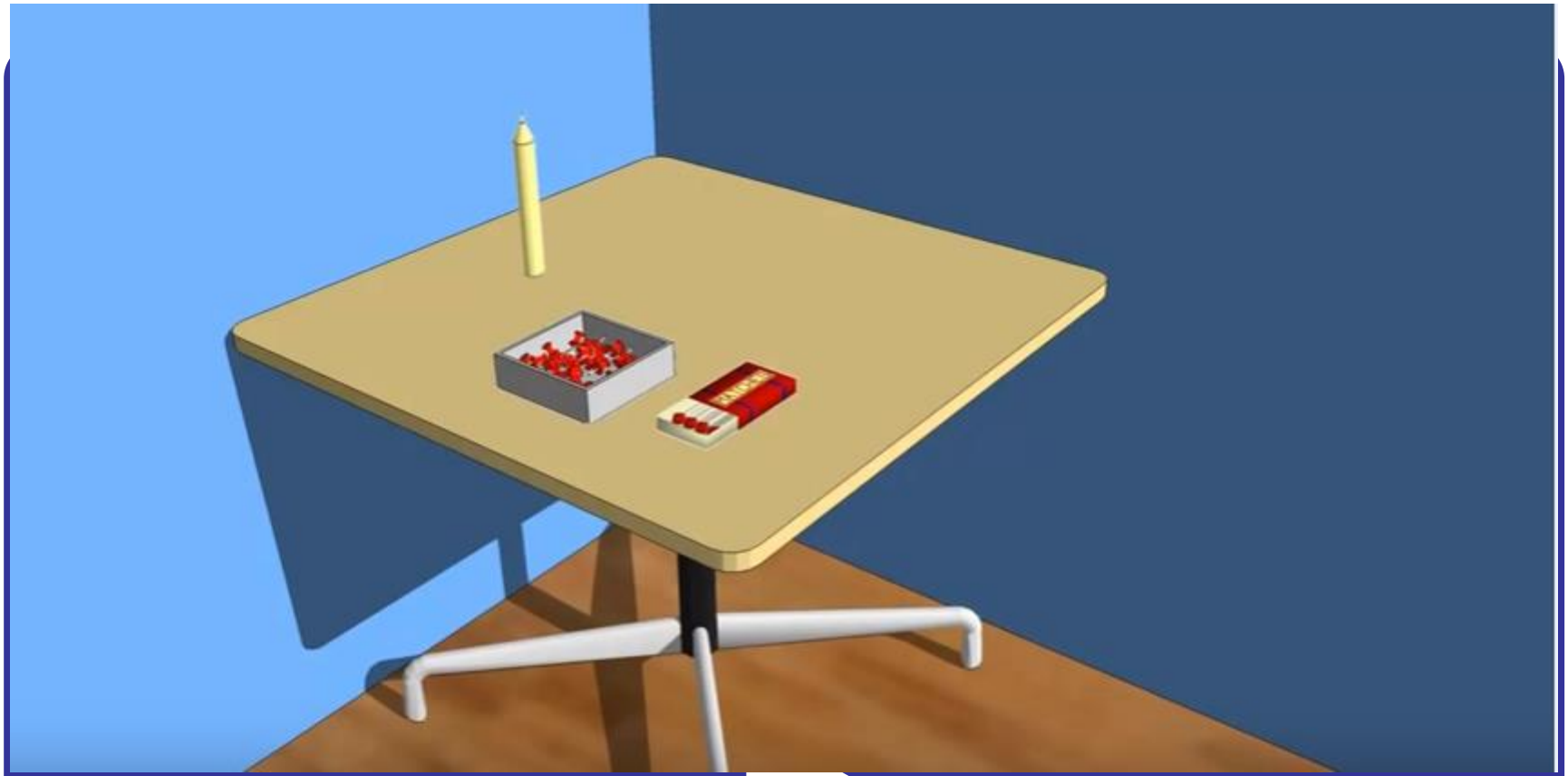
Knowing – Doing gap

- How to make decisions under ambiguity
- How to make decisions without structure

Being Self-Aware

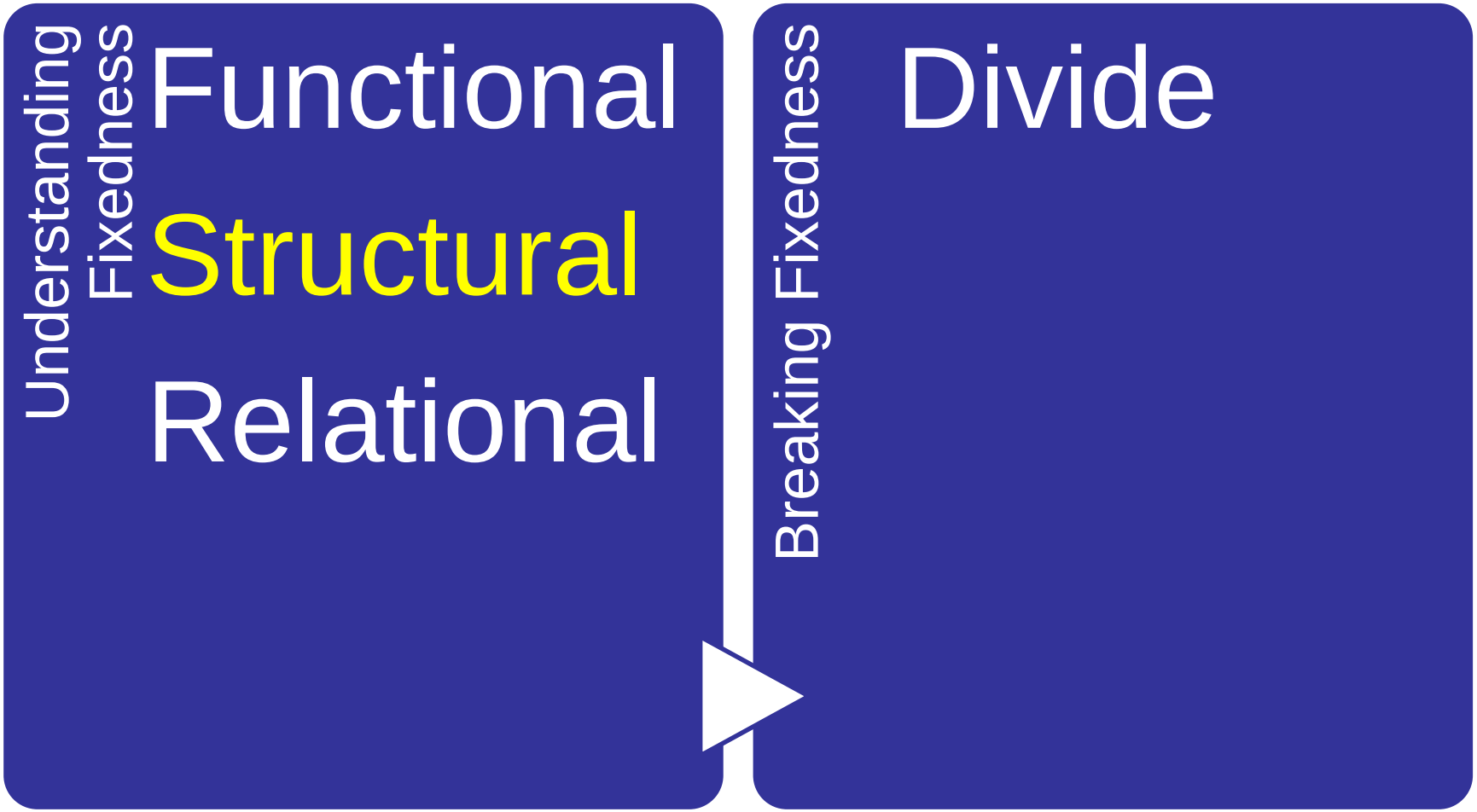


Fixedness



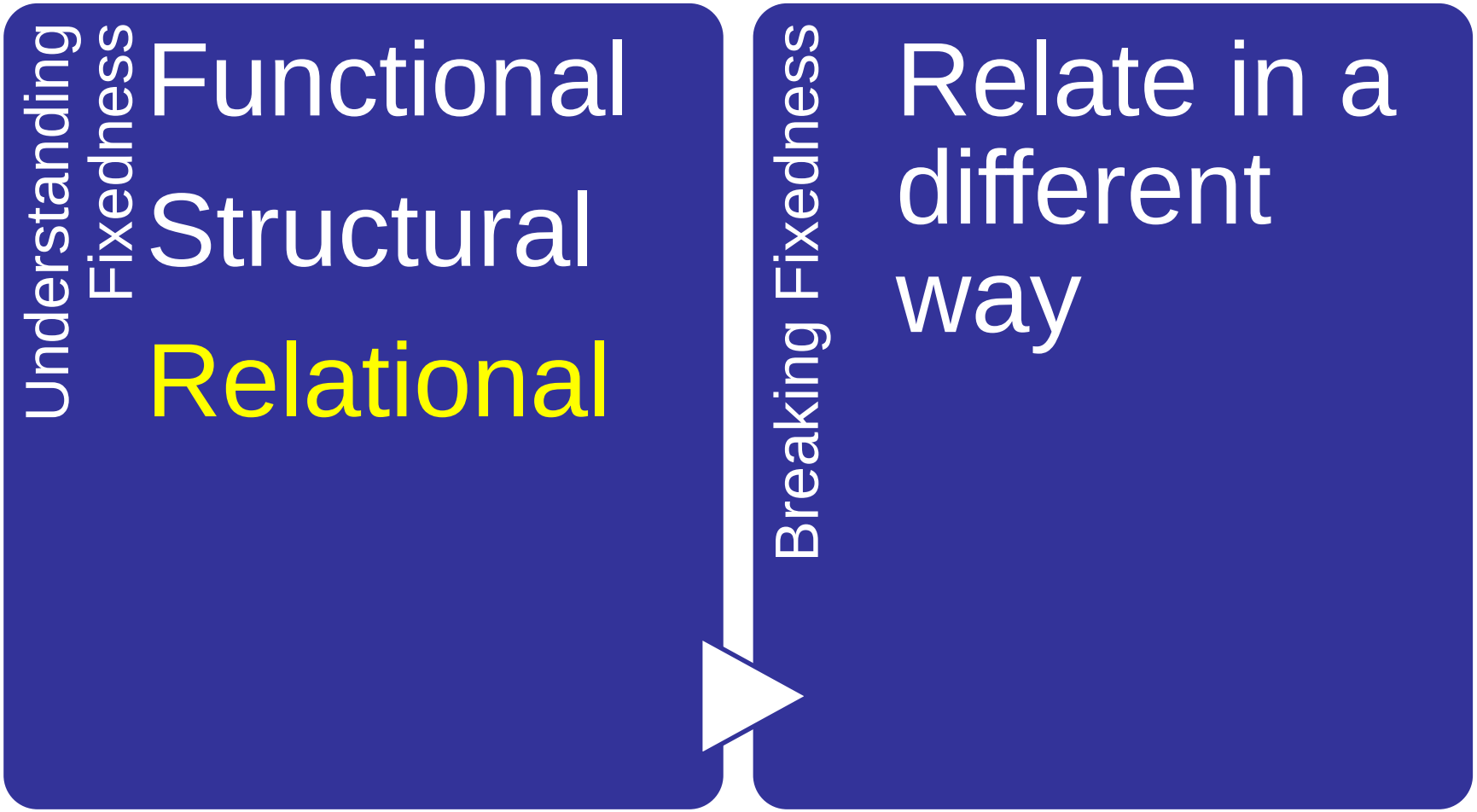
Candle Tie the ropes

Fixedness

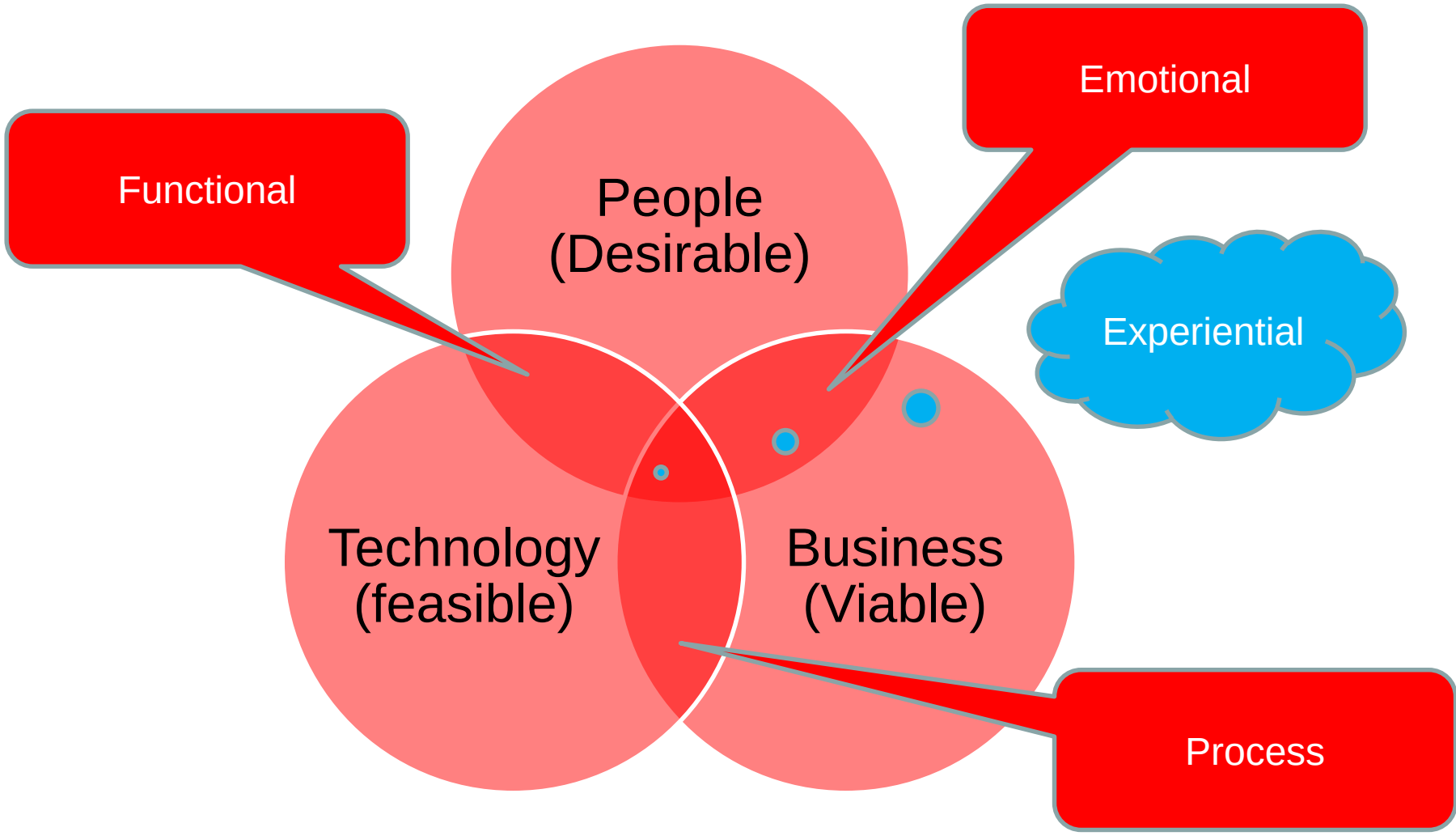


9-Dots 5-coins

Fixedness

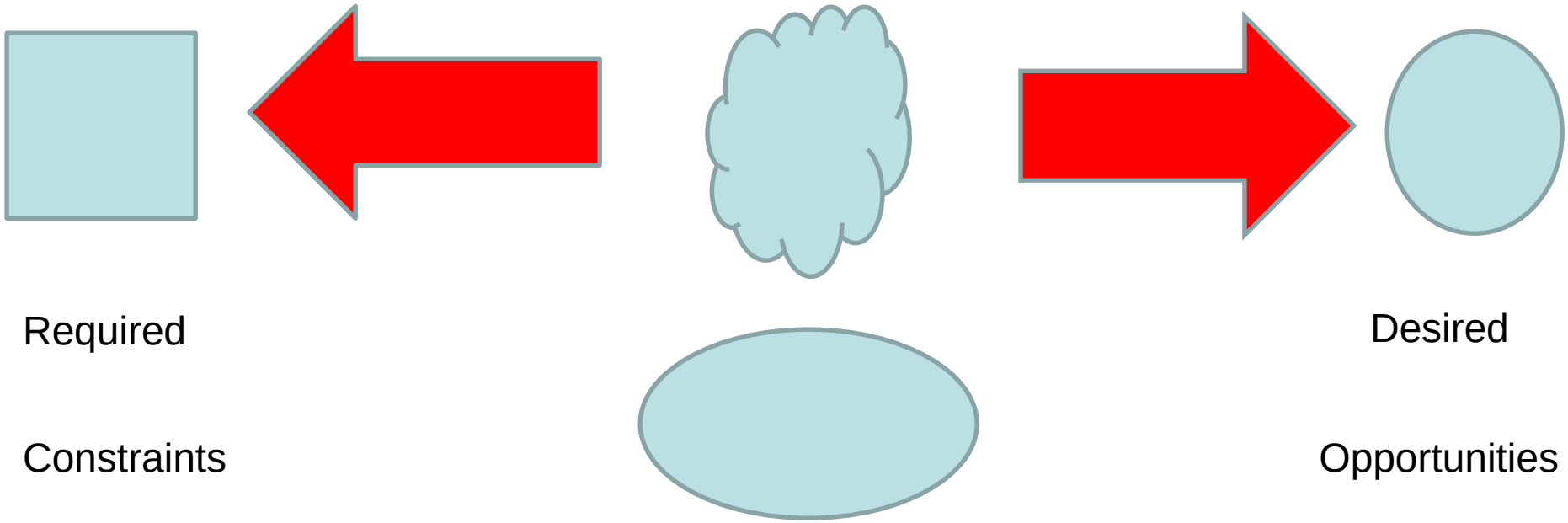

Understanding Fixedness
Functional
Structural
Relational
Breaking Fixedness
Relate in a different way

Innovation is Design



Innovation

- Multi-stage rockets
- Levitronix



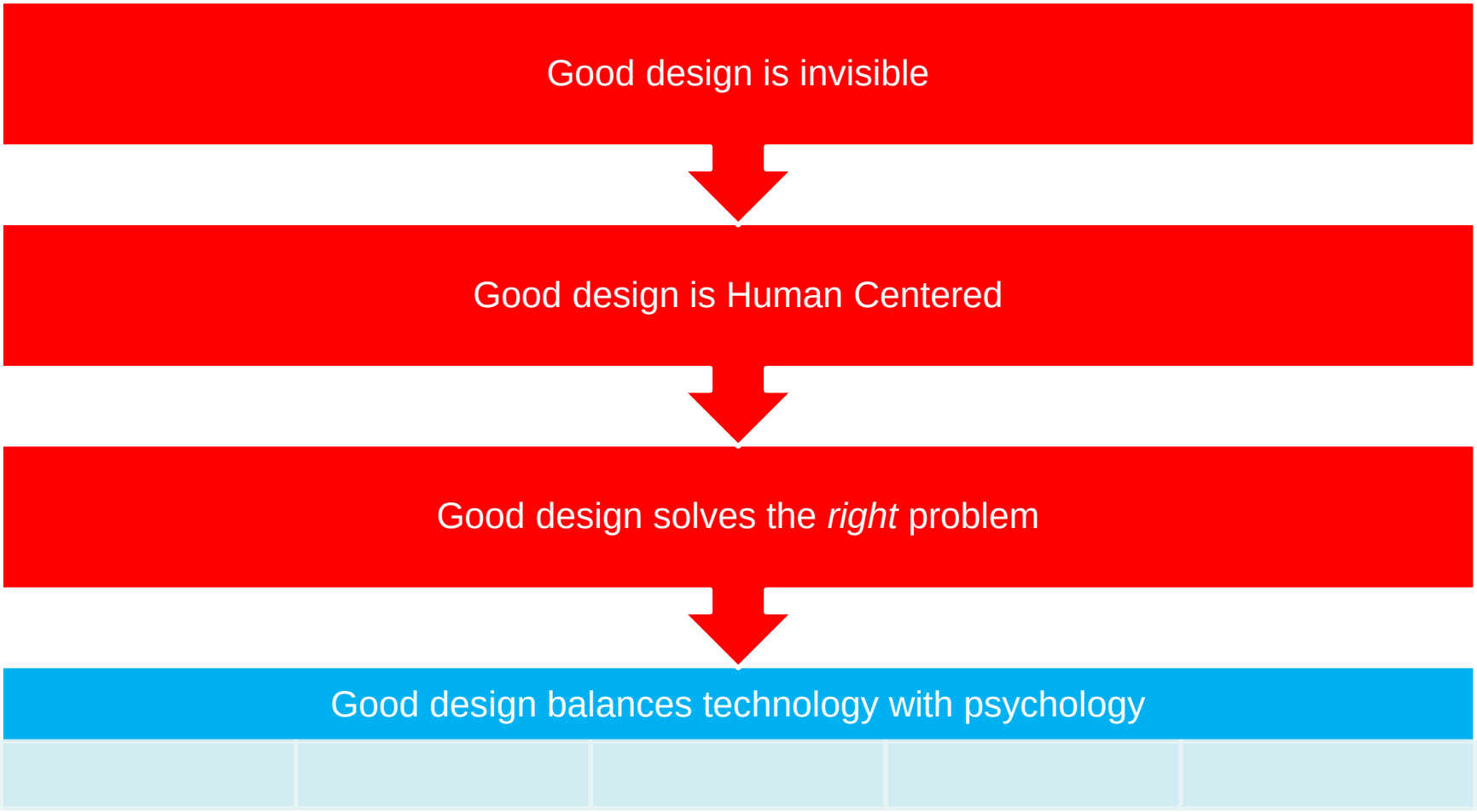
Required

Constraints

Desired

Opportunities

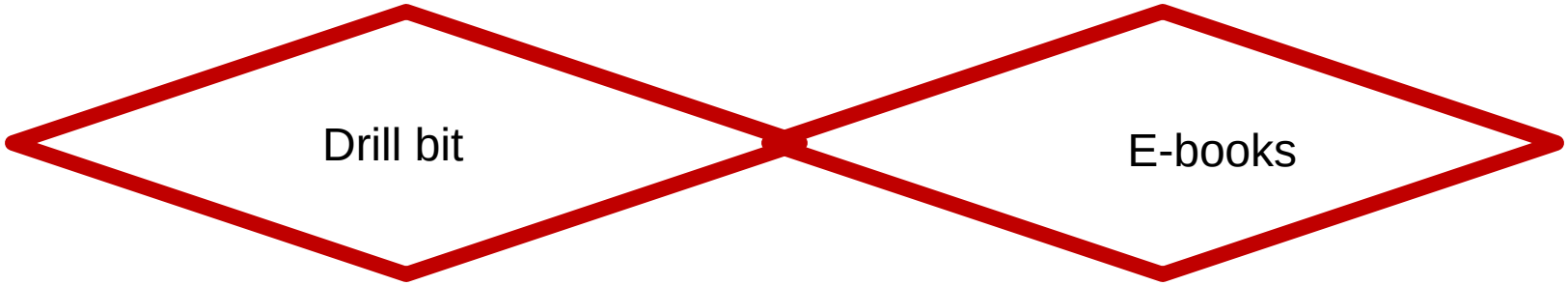
Principles of Good Design



Norman 2013

The Double Diamond Design Process

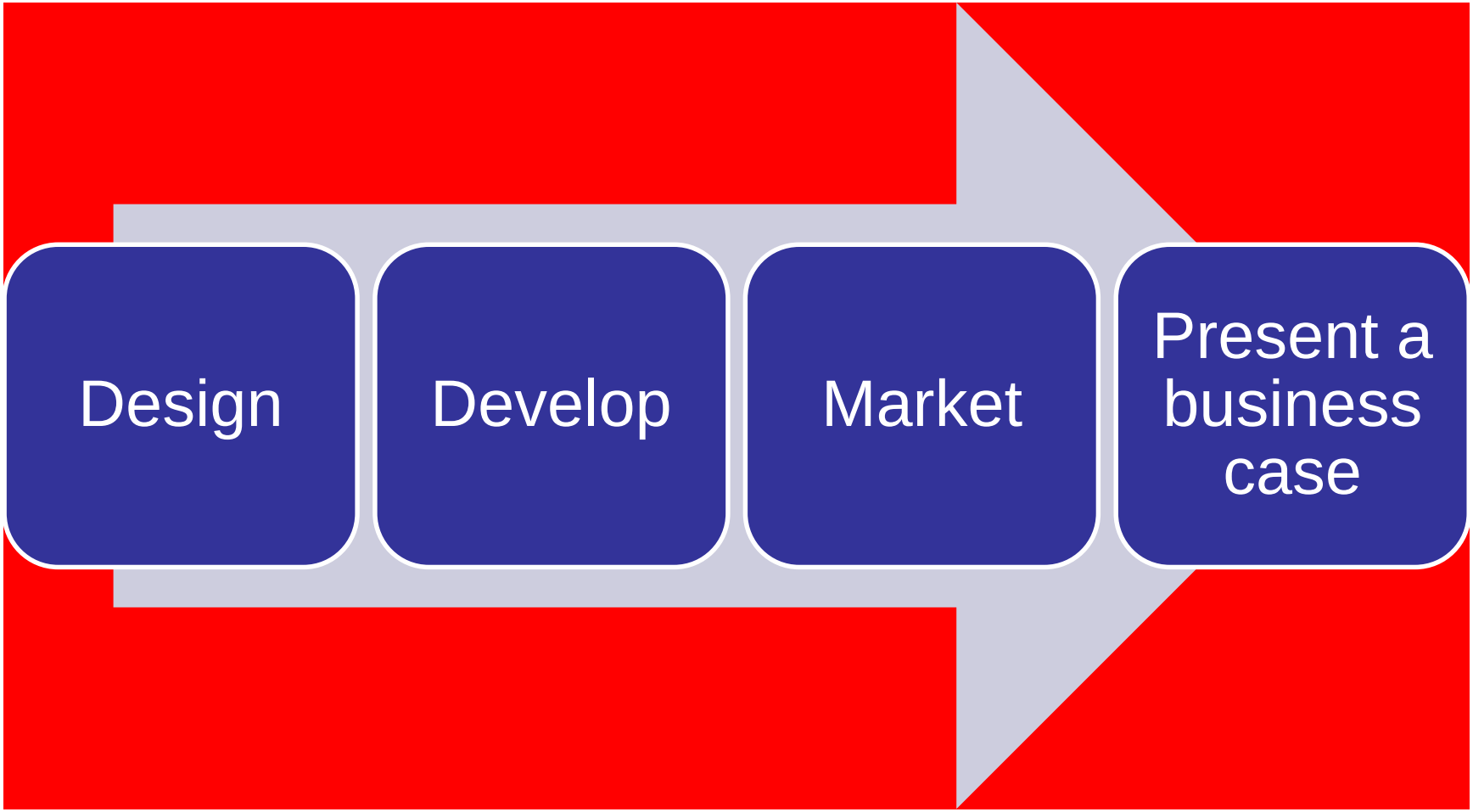
FINDING THE RIGHT PROBLEM FINDING THE RIGHT SOLUTION



Divergence Convergence Divergence Convergence

Norman Don. The Design of Everyday Things 2013

Group Project- Board game



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ROCKET COPTERS
FISH IN A BARREL
FAMILY FEUD
DENVER DIE CAST
dice games

FOUR IN A ROW
A GAME OF SPEED AND WITH
WHO'S LEFT
A GAME OF DEDUCTION
CLASSIC GAM

Chinese Checkers
Chess

CRAZY BULL
BATTLE
CLASSIC GAMES
CRAZY BULL
BATTLE
SPLATTER FACE
CLASSIC GAMES

CLASSIC GAME
TINKERTOY
MARBLE RUN

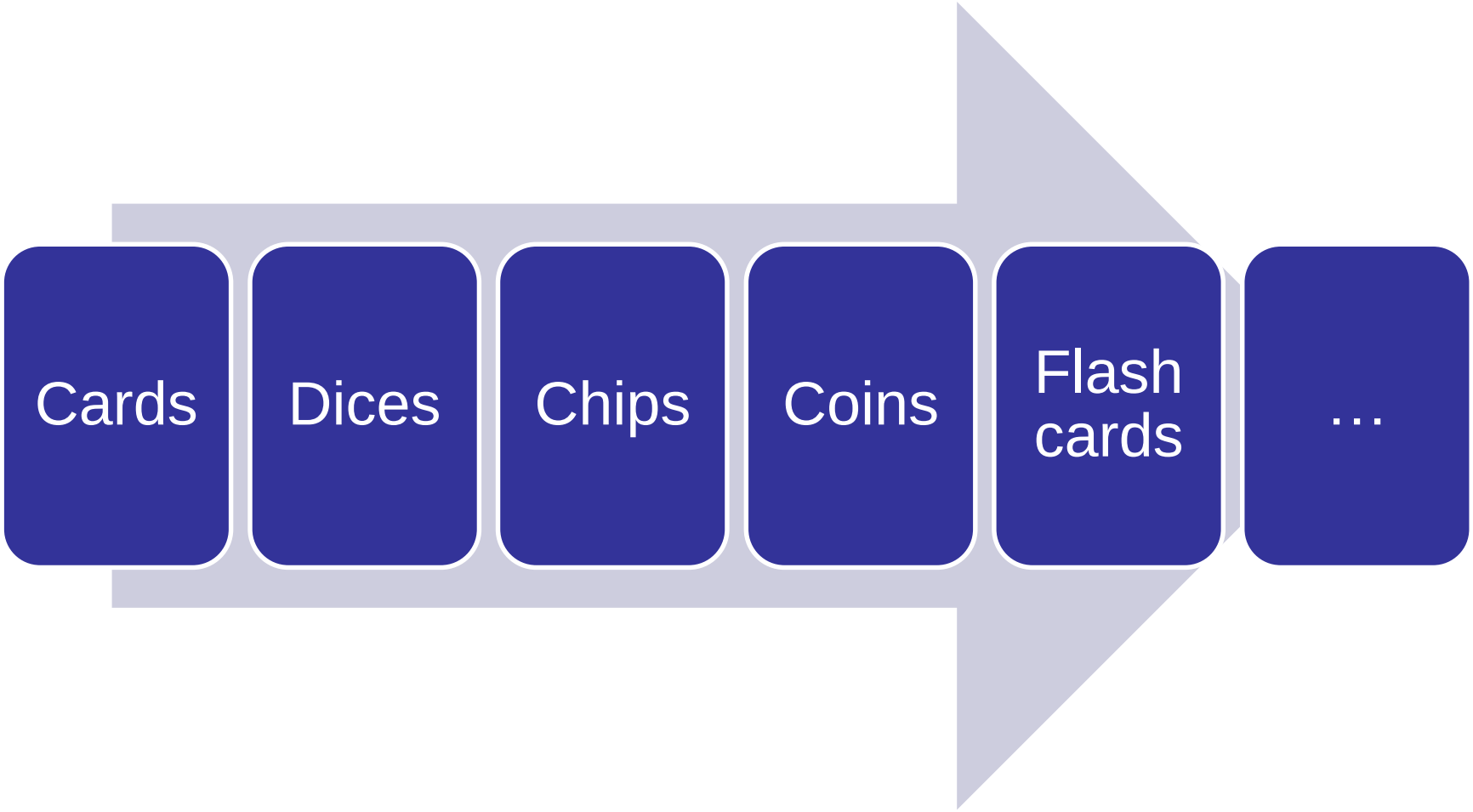
Damru

Group Project

Design a new board game **with a social cause**

- Family game - Bonding
- Party game - Fun
- Educational game – Skill, Knowledge, Language
- Skill based games – Fastest finger on the buzzer?

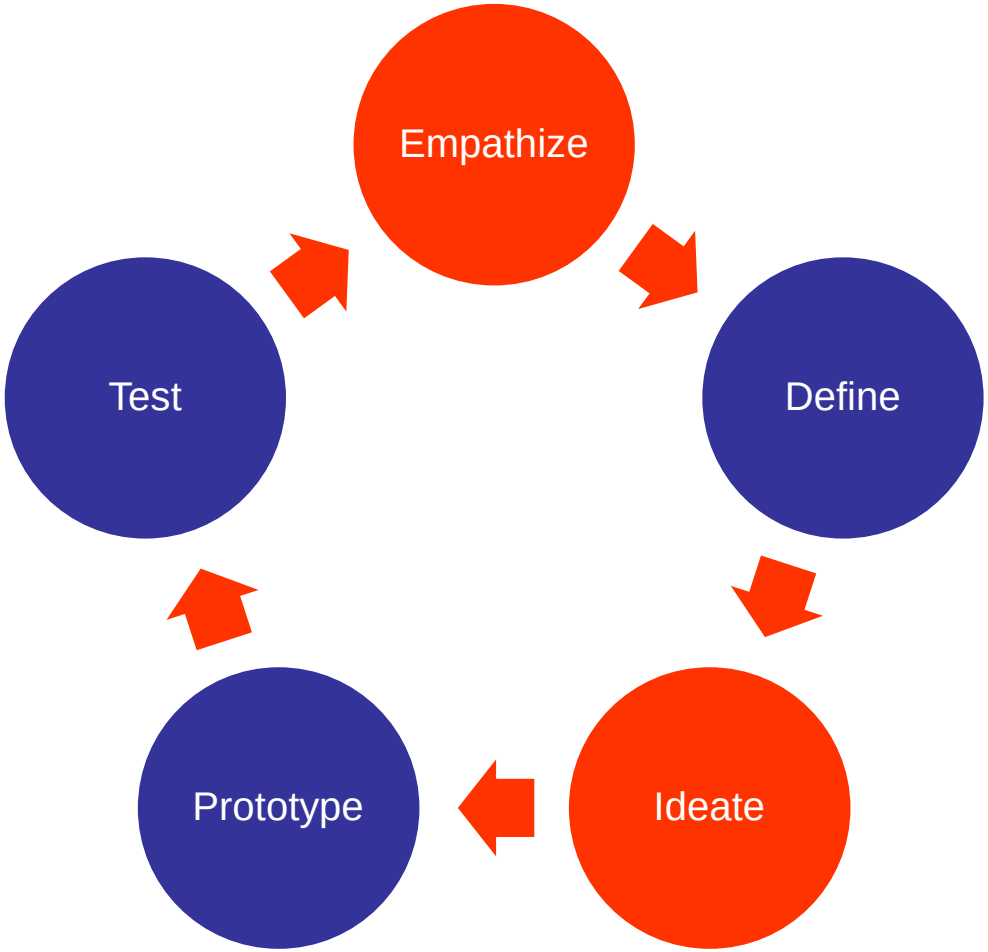
Devices



Issues to consider

- Use smart phones somehow
  - text or timer
- Music
- Google a word or something
- Fitness
- Target segment
- Usage Occasion
- Powered or Mechanical

Human Centered Design Thinking Process



Plattner H. An Introduction to design Thinking process

Each group divide into two subgroups

Develop an idea in each sub group

Gain Empathy

1

Develop an idea
in your subgroup

10 MIN

2

Share your idea with
the other sub group
and take feedback

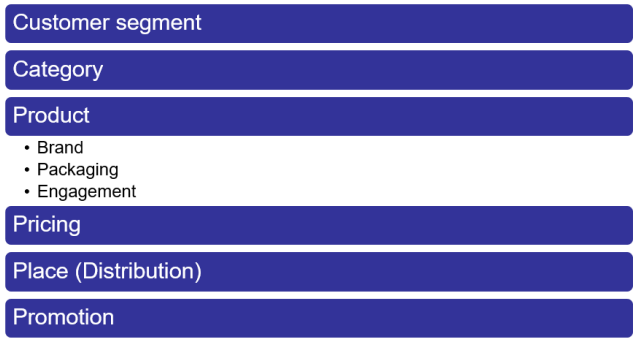
10 MIN

Define

3

- Now see if you can
  - combine the ideas
  - or create a new idea
  - or agree to go with one of the ideas

- Who will play these games?
- What are the rules?
- How will it be played?
- What message will it send?

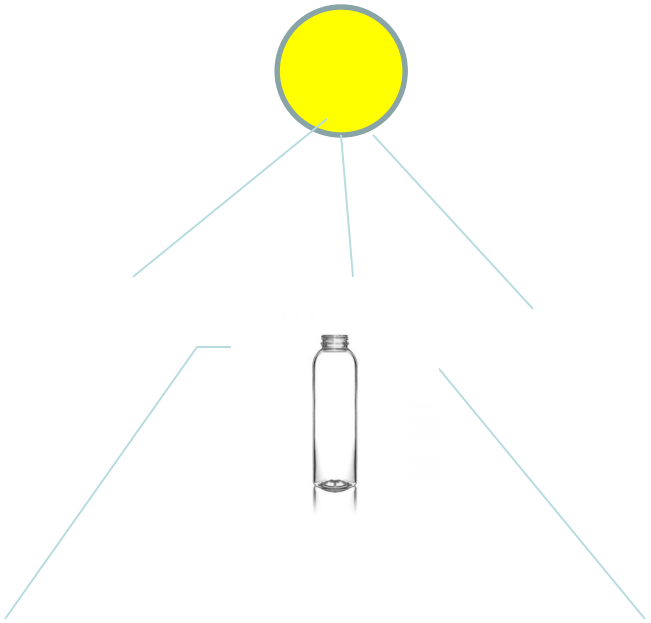


20 MIN

4

Ideate: Generate Alternatives- DRAW!

- A quick rough design



10 MIN

5

Prototype

- Give your idea a shape → Create a prototype
  - Cut
  - Stick
  - Color
  - Paste

30 MIN

9

Share your solutions with another group and capture feedback

What worked	What could be improved
New questions	New ideas

20 MIN