

DESIGN THINKING IN ENTREPRENEURSHIP

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ABSTRACT

This paper aims to spread awareness about design thinking among entrepreneurs. This study includes design thinking process which can help entrepreneurs in being successful. This study is descriptive in nature and purely based on secondary data. The design thinking development method was developed in 1960s in the industrial design environment, and has proven itself as valuable for businesses and organizations in the last few years.

KEYWORDS: *Entrepreneurs, Industrial Design, E-commerce, Technical Innovations.*

Introduction

Design thinking is defining problems, understanding the challenges faced by customers or users and coming up with an innovative solution. Design thinking is described as 'a problem solving innovative approach in which any individual, entrepreneur or business organization can immerse their selves in problems of the customers or users, and come to a proper and innovative solution with a dedicated team of experts.' E-commerce and related technical innovations are developing rapidly. Because of this rapid development, there are number of development methods are entering in market. It is very difficult for any individual, entrepreneur or business organization to choose right approach.

Review of Literature

- **Kosmala Martyna, Vander Marel Floris and Bjorklund Tua (2019)** in conference paper titled, "Interpretation of Design Thinking across a large organization" conducted semi-structured interviews for data collection and inquired about positive and negative experiences at the company to explore views, experiences, beliefs and motivations of individual designers. They found the perception of design thinking in three work contexts.^[1]
- **Judy Matthews and Cora Wringley (2017)** in research paper titled, "Design and Design Thinking in Business and Management Higher Education" examined notions of design and design thinking. They identified themes in higher educational programs and found four distinct educational approaches around human centered innovation, integrative thinking, design management and design as strategy.^[2]
- **Georgy V. Georgiev (2012)** in research paper titled, "Design Thinking – An overview" overviewed the current state of design thinking and discussed two view points: 1) analysis of design and 2) human-centered problem solving. Researcher found that the teaching of design thinking should be comprehensive and attempt to develop design thinking skills.^[3]
- **Lotta Hassi & Miko Laakso (2011)** in conference paper titled, "Conceptions of Design Thinking in Design and Management Discourses – Open questions and possible directions for research" discussed two different discourses about design thinking. They conducted interviews with ten experts from three countries and found that stories of success are not enough there is a need of empirical research.^[4]

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- **Tilmann Lindberg, Raja Gumienny, Birgit Jobst and Christoph Meinel (2010)** in research paper titled, "Is there a need for a Design Thinking Process?" explored how far there is a need for a design thinking process. Researchers found six working rules.^[5]

Design Thinking Process

Design thinking process includes seven steps as follows:

- **Delimit**

This is the first step of design thinking process. In this step entrepreneur defines customer segment, preference and nature of the business and indicate the level of ambition. In this phase entrepreneur need to have chosen:

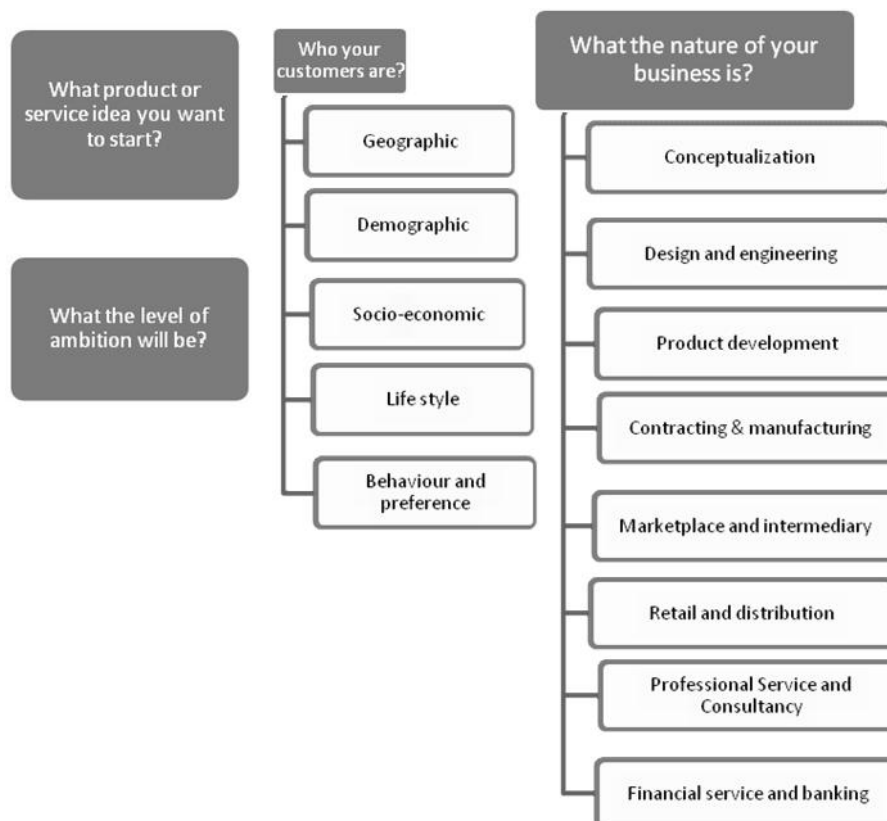


Figure 1: Delimit

- **Empathize**

In this phase observation and investigation is performed at random variables. Entrepreneur adopts critical thinking to gain understanding of the problems like customers' or users' feelings, behaviors and preferences etc.

When fresh and inexperienced entrepreneurs start a new business, they enter into **Crazy ant phase**, in which they don't know what to do or how to do or where do they start? It doesn't matter. If entrepreneur doesn't know where he/she is going, any road will take him or her there. So, these entrepreneurs are like crazy ants. They need to run around random things like people, facts, insights and all pieces of complicated puzzle of their business. They should collect all the pieces of puzzles means they should observe all aspects of their actions and thoughts.

The idea of this phase explains entrepreneurs to live the life of their customers. What do they really want? What are their desires? What are their anxieties? How will their lives improve? This phase demands a lot of research because all assumptions are not true.

At the end of this phase entrepreneurs need to have understanding of:

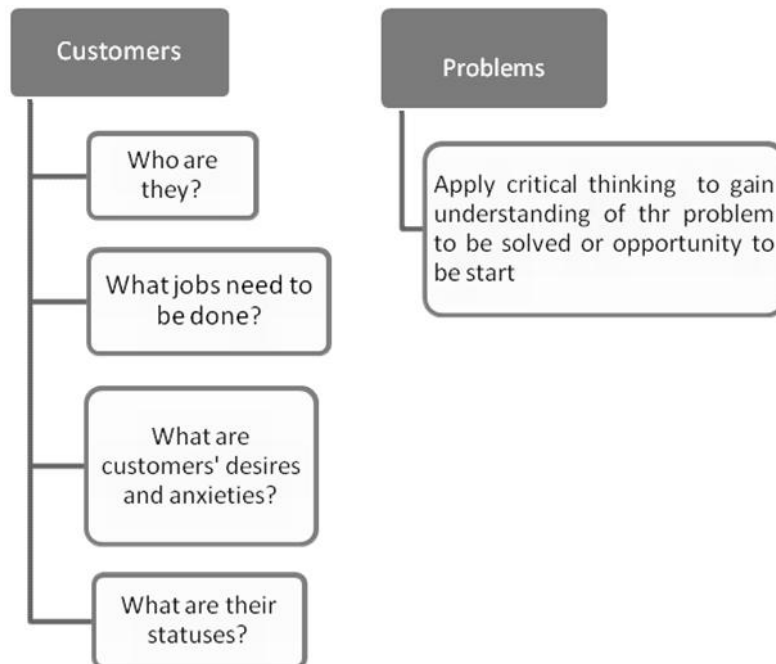


Figure 2: Empathize

- **Define**

In this phase entrepreneurs think about customers, their business environment and the problems. So this is the stage in which entrepreneur defines the problem to make sure entrepreneur solves the right problem. If entrepreneurs can't find the root of the problem solutions might not fix the problem.

- **Ideate**

In this stage entrepreneurs imagine various solutions of the problem and make a list of these ideas.

- **Prototype**

When customer has no experience with entrepreneur or their products, it's very hard to ask questions and receive relevant answer or response. When customers are not aware about problem which entrepreneur wants to solve how they can answer properly. The answer or response received by entrepreneur is highly hypothetical and probably not reliable. Entrepreneur doesn't want to know what customer thinks that he/she will do. Entrepreneur should know what customer does when he/she offered to buy your product.

When entrepreneur is able to create real experience whereby customer need to make a real decision. That's why the actual prototype is important. It can help in create a real user experience.

When entrepreneur has chosen the solutions and want to apply this solution entrepreneur should create something as per his/her customers' preference. A prototype can have any form of shape as long as the product/services experience for the customer is real.

If entrepreneur can't recreate a full customer experience, entrepreneur can check his/her critical assumptions to use prototyping to validate most critical assumptions made one by one.

- **Test**

This is the final phase design thinking process. In this phase entrepreneur need to find out his/her assumptions in the design thinking are true or not. In this final stage, the most important questions entrepreneur should know about the innovation space as follows:

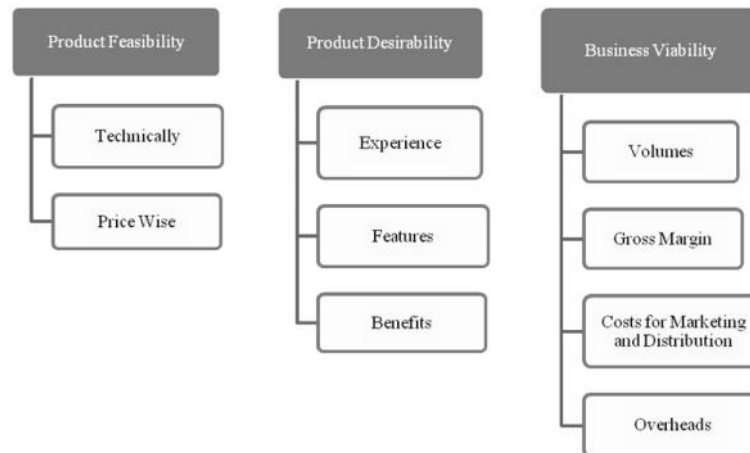


Figure 3: Test

- **Execute**

When entrepreneur has a successful prototype he/she can think about the execution phase this phase begins with figuring out what entrepreneur need to start business. It requires a lot of financial and business insights. In this phase entrepreneur need to know what he/she need as follows:

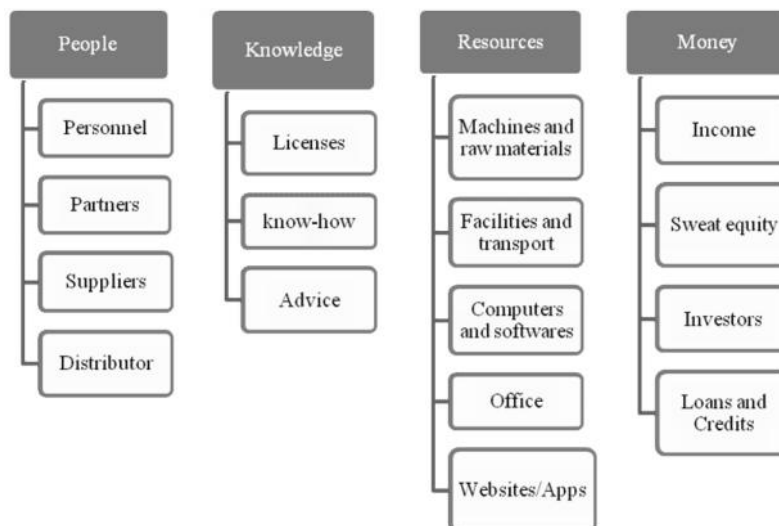


Figure 4: Execution

Research Methodology

This study is descriptive in nature and purely based on secondary data. Data is collected from various journals, websites and research papers etc.

Aims & Objectives

- To identify process of Design thinking
- To spread awareness about design thinking among entrepreneurs

Conclusion

In present most of leading international brands adopted design thinking and it helped them in being successful. "Design thinking firms stand apart in their willingness to engage in the task of continuously redesigning their business....To create advances in both innovations and efficiency – the combination that produces the most powerful competitive edge." – Roger Martin, Author of the Design of business.

In this modern era, every customer wants something innovative and comfortable in some specific seasons or specific situations. For example, generally we wear normal footwear which made from different materials as per our choice and affordability but in monsoon everyone prefers rubber or fiber footwear for comfort. So this is design thinking to produce some innovative products which are helpful and comfortable for customers. Design thinking is very helpful for entrepreneurs also. Because of design thinking entrepreneurs can attract customers vary easily.

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