How To Identify The Right Problem And Solution Using Double Diamond Approach In Design.

MHRD hosted an online session on May 6, 2020 that featured a discussion on the double Diamond approach in design. Ms.prajakta Kulkarni (founder and director of nodes pvt. Ltd.)and Mr.Sanket Inamdar were the speakers in the online session.

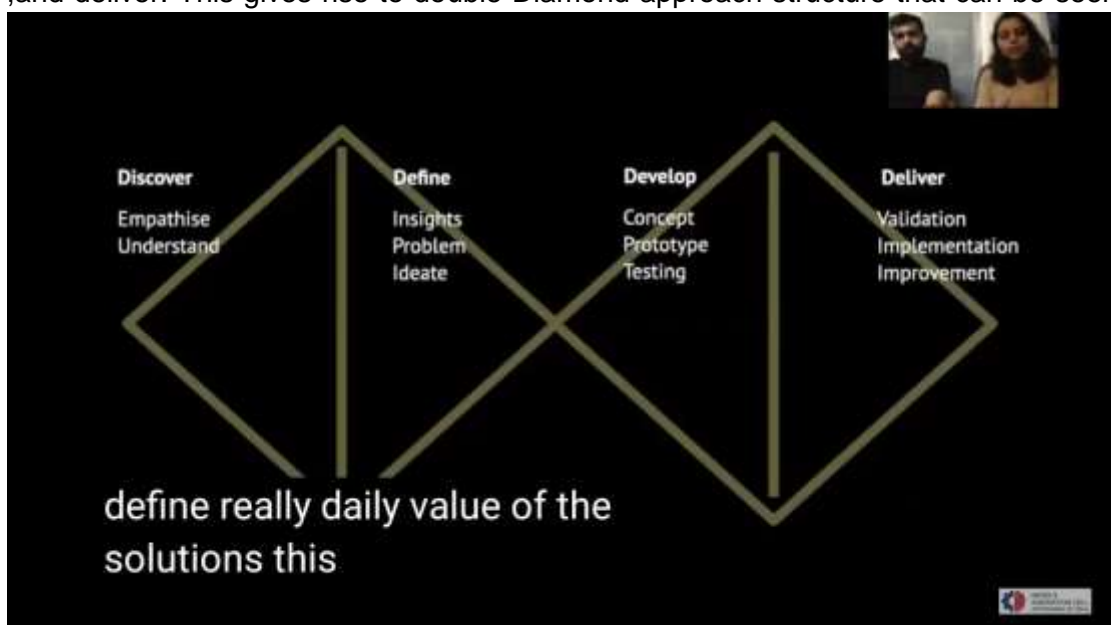In this session, the speakers made us familiar with four agendas-:
1. Introduction to design thinking
2. How to ensure all three elements of innovation
3. Double Diamond process and submission of POC
4. Creating a strategy using double diamond in design thinking

The session started with the introduction of Design Thinking. Design thinking, as stated by Mr Sanket, is an iterative problem-solving process and human centered approach towards solving a problem. It usually talks about three most important elements when any innovation is being made-
1.viability
2.desirability and
3.feasibility
Viability is the ability of a solution to solve a problem that is being designed for. It's a kind of check that keeps one in sync with the problem that one is trying to solve as well as creating value for other problems that lie around the main problem. Feasibility is the ability that can help to build the solution quickly. And, desirability is ability for a solution to get adopted quickly for attracting users that can help them adopt resolution as soon as possible.

Secondly, they discussed about the second agenda that is how to ensure 3 elements viability, feasibility, and desirability. It requires one to follow three primary steps i.e.,hear, create ,and deliver. This gives rise to double Diamond approach structure that can be seen
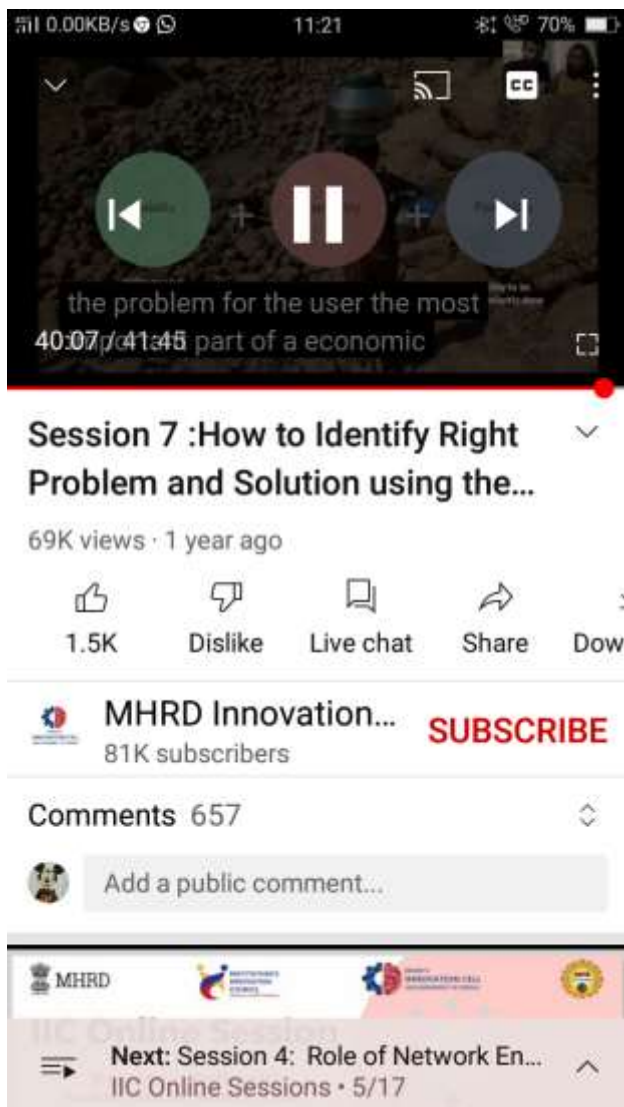

below.

A lot of designers work using this process of Double Diamond Approach.

After that ,they talked about the third step 'Double Diamond process and submission of POC'.
The fourth agenda that they talked about relates to Double Diamond process to create business strategy. According to Mr Sanket, a best business strategy is to make sure that a user never has to face a problem again and doesn't have to be solving or trying to solve his own problems while trying to utilise different types of solutions.

At last, this was a wonderful, valuable, stupendous and inspiring session for all the students.It gave an opportunity to the students to enhance their knowledge in a better way.

Link to the above session-https://youtu.be/ctLsKqvQdFQ

Following IIC members attended the above session of Leadership talk series:

Faculty Member:

1. Dr. Kusha Tiwari (Convenor)

2. Mr. Sushil Kumar

3. Mr. Rahul Tomar

4. Dr. Anuj Kumar

5. Mr. Vivekanand Nartam Motiram

Student Member:

1 Anshaj Gupta

2 Harshit Arora

3 Ritik Saini

4 Dhruv Kaushik

5 Tanihsa Dixit

6 Deepak

7 Mansi Chaudhary

8 Vignesh

9 Himanshu Goel

10 Versha Verma

11 Anjali Verma

12 Mahima Sharma

13 Anisha Arora

14 Mohit khasa

15 Srradha Garolia