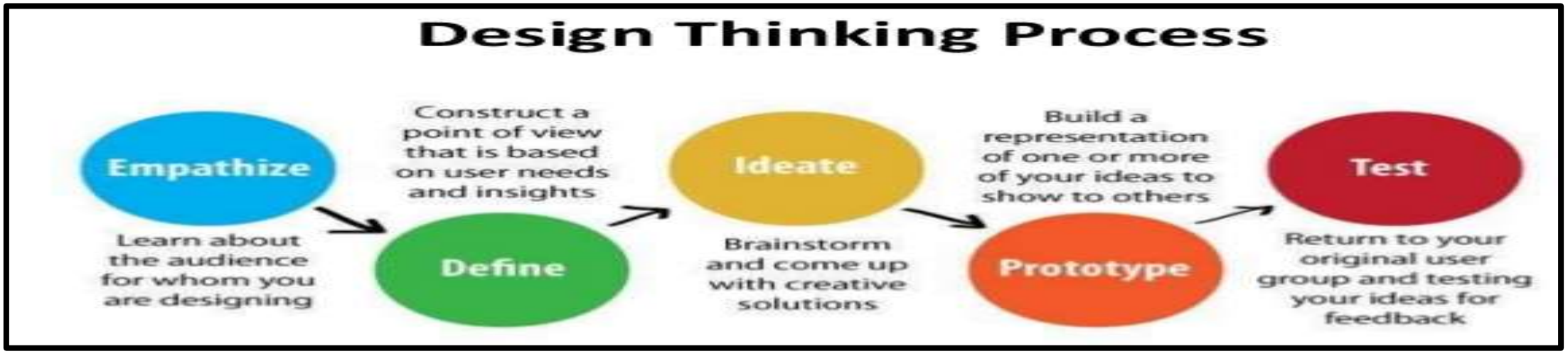
MB 301
ENTREPRENEURSHIP & PROJECT MANAGEMENT

LECTURE 4

Idea Management System

DESIGN THINKING



- Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test.
- Design thinking involves five phases namely —Empathize, Define, Ideate, Prototype and Test
- It is most useful to tackle problems that are ill-defined or unknown.
- Twenty-first-century organizations from a wide range of industries find design thinking a valuable means to problem-solve for the users of their products and services.
- Design thinking is the best tool for “thinking out of the box”.

PHASES OF DESIGN THINKING

- **Stage 1: Empathize—***Research Your Users' Needs putting yourself in their shoes.*
- **Stage 2: Define—***Clearly lay down Your Users' Needs and Problems. A*nalyze observations obtained through empathizing and synthesize them to define the core problems identified.
- **Stage 3: Ideate—***Challenge Assumptions and Create Ideas.Think out of the box,* look for alternative ways to view the problem and identify innovative solutions to the problem statement created after the first two phases. Brainstorm.
- **Stage 4: Prototype—***Start to Create Solutions.* This is an experimental phase. Create prototypes based on identified problems.
- **Stage 5: Test—***Try Your Solutions Out. R*igorously test the prototypes.

Design thinking is iterative: The results are often used to *redefine* one or more leading problems.

STEPS OF INNOVATION MANAGEMENT

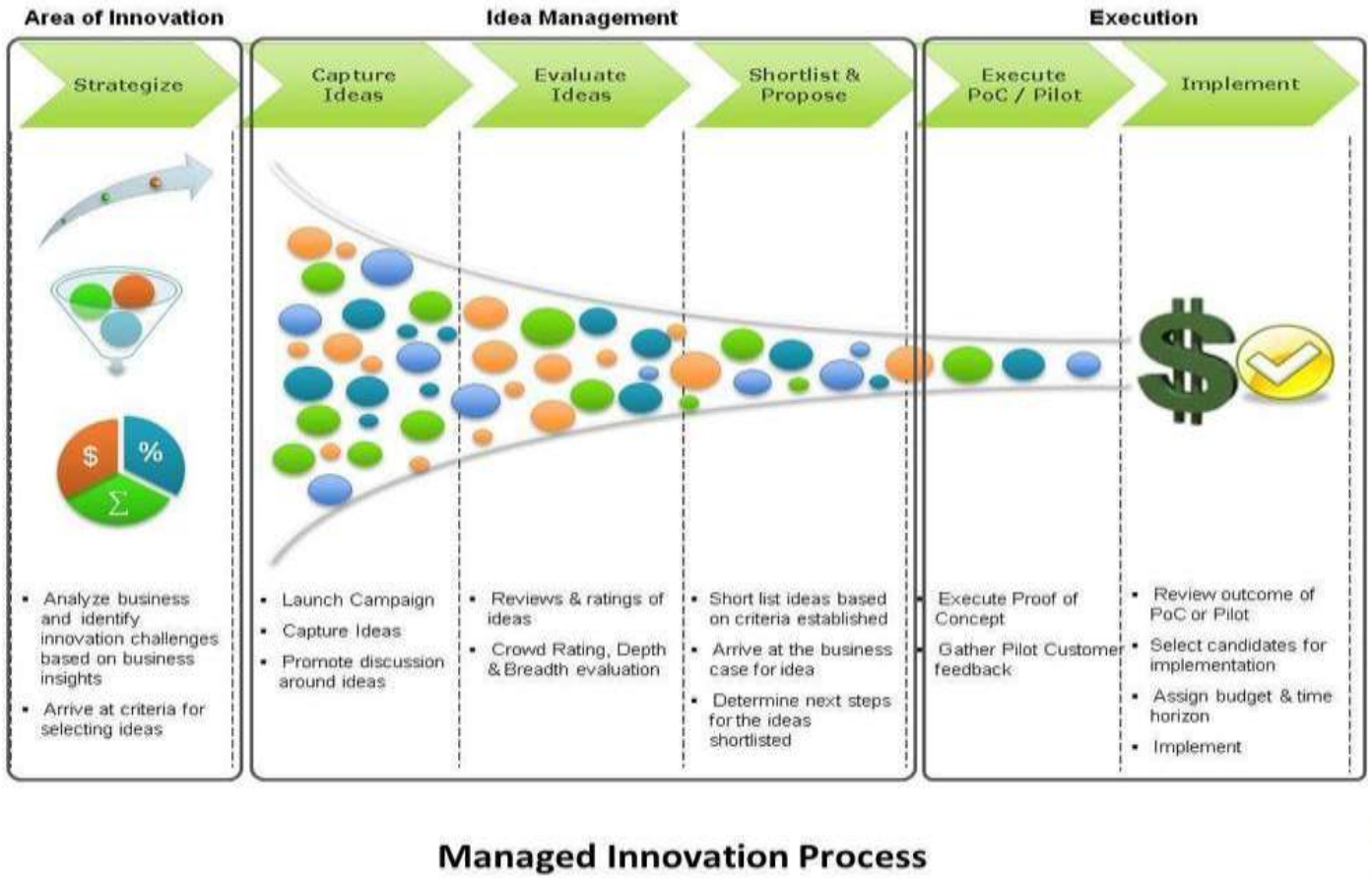
Innovation management is a continuous closed process. It cycles between the following five stages:

- **Stage #1: Evaluating ideas.** Different ideas are evaluated for their contribution to the planned business model/product and organizational objective.
- **Stage #2: Conceptualizing the product.** Concepts are developed based on the accepted ideas. Investment required, break-even time and returns are studied.
- **Stage #3: Demonstrating the plan.** An all-encompassing plan/prototype is developed and demonstrated to the customer/end-user.
- **Stage #4: Validating value to the customer/end-user.** Once the customers or end-users interact with the demonstrated plan, it becomes possible to ascertain how much value the product will deliver to the customer.
- **Stage #5: Developing the product.** The actual development and commercialization of the product takes place in this stage.

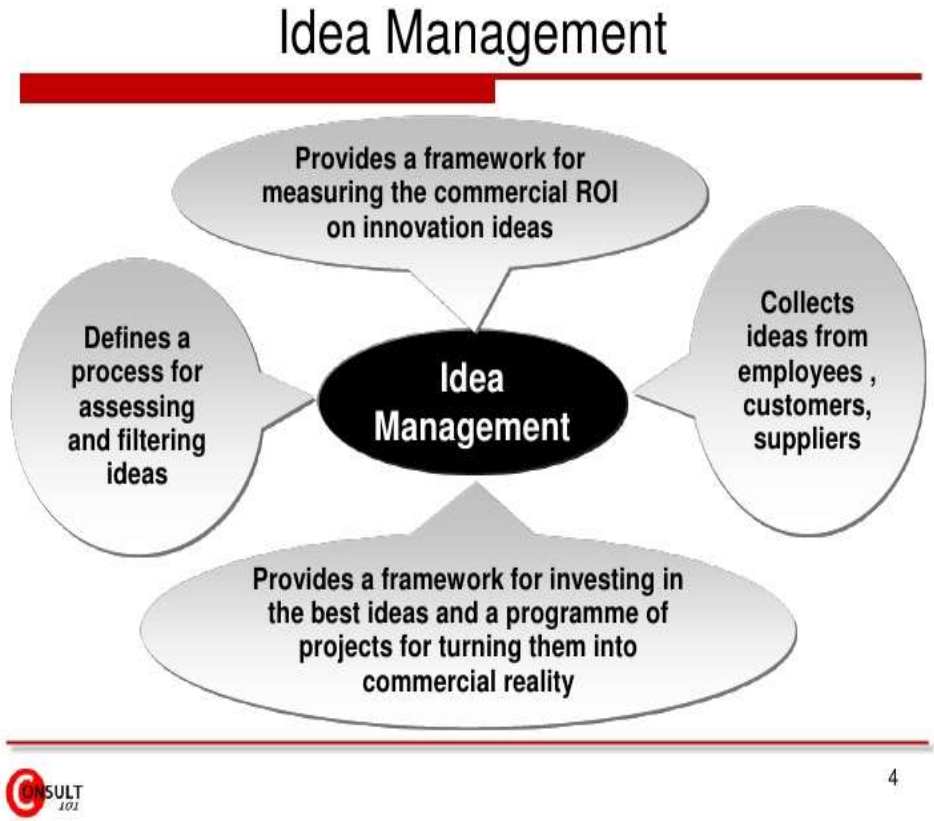
DESIGN THINKING – SAMOSA SINGH

Shikhar Singh and Nidhi Singh started their company, WoknStove Foodworks Pvt Ltd in 2015, which sells innovative samosas under the brand name Samosa Singh. Working in Hyderabad, Shikhar realised that there was no hygienic, fast food-like model available for Indian snacks. All fast-food restaurants offered pizzas and burgers; for Indian snacks and savouries, customers had to turn to street vendors. The business idea sprung and was refined—offering hygiene wasn't good enough, the product had to be innovative. Why samosas? Every region in our country has its own specialities. But you will find samosas in any part of India. In 2015, the two rented out a tiny kitchen, hired a few cooks and got down to R&D. Shikhar innovated with different fillings and crusts while the cooks turned out batches of samosas. The couple wanted to start with a bang, with multiple interesting and unique flavours; their samosas had to be fried and not baked; and the samosas had to be non-greasy and healthy. The solution was two-fold: a crust with a unique dough composition that made it absorb less oil and shaping the crust into a shape different from traditional samosas , ensuring the oil does not get absorbed. The fillings the team came up with range from chicken makhani and kadai paneer to chocolate. The brand has kept prices low. For large orders, they couldn't fry different batches over a week and deliver — the taste would suffer. They spent two days on R&D. They broke down the samosa-making process, innovated to extend shelf life One of the main challenges of the business was the fragility of the product. Shikhar and his cooks innovated to ensure the crust and fillings would remain fresh without preservatives and would stay crunchy when finally fried. With a blast freezing mechanism, the un-fried product's shelf life is an impressive six months with no preservatives.

IDEA MANAGEMENT SYSTEM



Managed Innovation Process



- TILL WE MEET AGAIN IN THE NEXT CLASS.....