

COR175 Design Thinking for Innovation

Level: 1

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

This course introduces students to the core philosophy of Design Thinking to achieve the innovation mindset: a mindset which integrates design, technology and business research to facilitate product and service innovation as well as strategic planning and informed decision making for future scenarios.

Students are expected to develop the necessary skills: observing users and interpreting user insights, defining design challenge and persona, ideating, prototyping, testing concepts with users, and working collaboratively in an inter-disciplinary work environment to develop innovation that meets or exceeds user's needs, wants and desires.

The series of activities for this course are designed to help students understand and apply the key principles of the Design Thinking process. The process is rooted in learning-by-doing. The learner will not only gain theory knowledge but achieve confidence in actual practical application of tools and methods mastered.

Practitioners from any work domain learn to use this creative approach to innovate and apply the process in their respective fields. The Design Thinking for Innovation mindset is relevant to industries as varied as food and beverages, healthcare services, retailing, transportation, financial services, town planning, tourism and government organisations.

Topics:

- Introduction to Design Thinking
- Scoping
- Stakeholder mapping
- Contextual Inquiry
- Design Thinking Process to Gather Insights
- Making sense of data
- Design Thinking Process to propagate potential solutions
- Rationalising concepts
- Prototyping
- Design Thinking Process to refine and improve on potential solutions
- Concept and prototyping refinement

Learning Outcome:

- Explain the concept of Design Thinking as a method for innovation
- Demonstrate an understanding of the users and outlining of user research objective(s)
- Apply the various fieldwork techniques for observing users and interpreting user insights
- Define the design challenge and persona for meaningful and radical innovation
- Use the insights to build quick prototype for user testing and fine-tune concepts
- Dramatise the idea through videos and/or storytelling
- Apply Contextual Inquiry
- Define the Problem Statement for design intervention targeted at the Persona in question
- Construct prototypes for User testing and re-iterations

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PRE-CLASS QUIZ	5
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	25
GROUP BASED ASSIGNMENT	40
PRESENTATION	10
Sub-Total	100

Examinable Component	Weightage (%)
Sub-Total	

Weightage Total **100**