

## Design Thinking | A Human Centered Approach for Human Value Proposition

Date 19<sup>th</sup> August '22

Venue Management Center for Human Values – IIM Calcutta

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### Talk Overview

The talk will be delivered in three parts, starting with Context to introduce - Industry 5.0, Business, Organization, Marketing, Technology, Innovation and how design thinking can be enabler for each, leading to Concept to define Design Thinking and elaborate on Evolution, Frameworks & Application and closing with case studies of Design Thinking in Digital Transformation, Corporate Social Responsibility.

Design Thinking is gaining momentum across industries, primarily due to the emphasis it places on human-centred approach to problem solving and therefore the relevance to this Centre for Human Values. The objective of this talk is to create awareness and appreciation of this new way of thinking, to reflect on our current way of thinking and to renew our will to unlearn first and then learn this new way of thinking.

Industry 5.0 is steering society towards human centricity, how business can be re-imagined, how to achieve organizational balance, how marketing can now focus on the human element, how technology can be harnessed and how design thinking can foster an innovation mindset.

Ecosystems - Interconnected set of services through which users can fulfill a variety of cross-sectoral needs in one integrated experience. Consumers are embracing this shift, creating interconnected services that fulfill user needs across a variety of sectors. Organizations that used design as a strategic tool to develop intuitive products and experiences have leap-frogged their peers. With design embedded into their culture, they can continually innovate at scale.

Human values of trust and service to others are the foundations of human economic activity rather than sale of commodities and luxuries. Reframing marketing as a way to solving critical human problems, by emphasizing that human beings should be given primacy over products we engineer or profits we make. H2H Marketing Model is a theoretical framework, which integrates the influencing factors of Design Thinking, Service-Dominant Logic & Digitalisation.

Design Thinking offers the framework that, at a fundamental level, reorients mindset from “what can I do next” to “where do users need help the most” approach. Its human-centric empathy-driven approach enables businesses to identify and understand potential contexts and problems from the perspective of the end-user rather than from the point of view of the possibilities afforded by technology.

With the above understanding of the context and concepts, the rest of the talk illustrates how Design Thinking is applied in various industries, followed by case studies. Expect the talk to take about 45 – 60 minutes, we can reserve about 15 – 20 minutes for Q&A.