

Formulation of thoughts towards creativity is design process

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Abstract

Thinking is a complex journey of different types of thoughts which goes different perception of designer, researcher, artist, poet, writer etc. New ideas, innovation, brainstorming, assumptions, hypothetical views are generated while deep thinking process. Design thinking is a term used for creative ideas, searching new concepts in designing or building novel approach. Design does not mean to bound in a particular area design is a vast concept for new creation it can be used in every area. Design means to redefine and restyle the old concepts or planning to innovative and creative concept of product development in every area such as design new building, furniture design, garment design, fabric design including technology, automobile design etc.

Keywords: thinking, journey, hypothetical, redefine, design, novel, technology, restyle, creative

Introduction

Meaning of thought, design, perception, creativity

Thought: it is an idea or opinion produced by thinking, thoughts seems to be creative.

Design: is a decorative pattern or a plan drawing produced to show the look and function or its working.

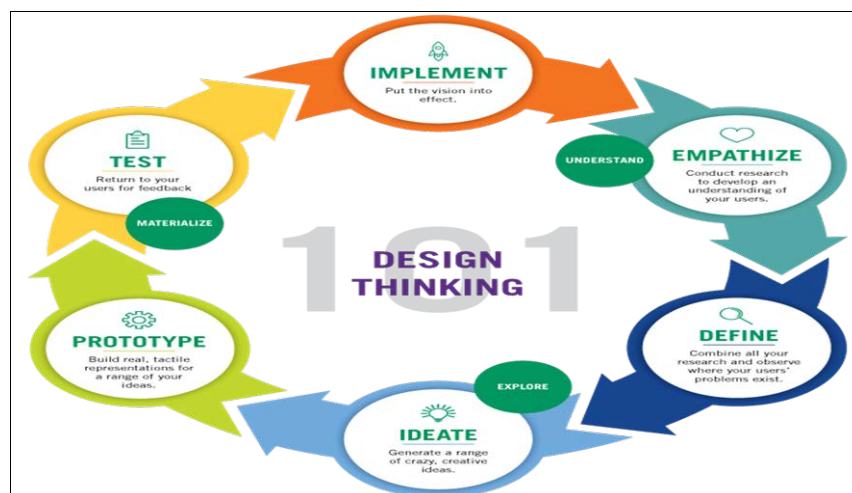
Perception: is a process through which the information from outside environment is selected, received, organizes and interpreted to make meaningful to us.

Creativity: is the act of turning new and imaginative ideas into reality.

Design thinking and its different phases

The design is not all about looks. People are restricted to this frontage of appearance and they are blinded with the illusion of visual appeals of product design. The design is concerning crafting, mind mapping and using techniques for something new and shelling out a form through knowledge so as to provide interactive solutions for complex situations. "As a

matter of fact, look around, you will find everything designed Design thinking brings forth a systematic framework for implementing innovation that fosters organic growth and serves real value to the clients. Creativity is the focal point in any design process. The design thinking stages include observation to learn about the left out needs in relation to the context and constraints of a typical situation, discovering the opportunity and the capacity of innovation, forming brilliant ideas, testing and improving". Design thinking is a methodology which is used by designers to solve complex problems, and find out some advantageous solutions for clients and society. A design attitude is not a problem-to-focused, its solution it is paying attention and action leaning towards creating an ideal future. It follows a strategy to create something new with novel ideas and techniques. Cycle of design thinking involves observation to discover different needs within the constraint framework and of a particular situation, framing the opportunity and scope of innovation, generating creative ideas, testing and refining solutions.



i) Empathize

The first stage of the design thinking process demands gaining an empathic understanding of the problem that are trying to solve, typically through some form of user research. "Empathy is crucial because it allows us to set aside our own assumptions about the world in order to gain insight into users and their needs. This stage involves entering the realm of the users and, as far as possible, "becoming" those so as to begin work on custom-designing a solution".

ii) Define

During the define stage of design thinking, put together the information which we have created and gathered during the empathize stage. We analyze our observations and synthesize them in order to define the core problems.

iii) Ideate

The process's third stage finds we are ready to start generating ideas. With the knowledge we have gathered in the first two phases, "we can start to "think outside the box" to identify new solutions to the problem statement we've created, and you can start to look for alternative ways of viewing the problem".

iv) Prototype

In the prototype phase of design thinking, our design produce a number of economical price, scaled-down versions of the product or specific features found within the product so we can investigate the problem solutions generated in the previous stage.

v) Test

In the test phase of design thinking, we are thoroughly test the completed product using the best solutions identified during the prototyping phase. This is the final stage; though, in a process, the results are generated during the testing phase in that we will frequently use to redefine one or more problem.

Design Thinking and Forecasting

"Design Thinking aims to inspire us to create. The goals are products, services, and experiences for today's world. It helps get to this goal and deal with its inherent ambiguity by relying on a mindset of optimistic confidence that we will ultimately get to the desired outcome. Futures Thinking, on the other hand, aims to inspire. The goal is to think bigger about opportunities we may (or may not) have in the coming years. It aims to inform organizational strategy for tomorrow and make it more robust for the uncertainty that lies ahead". In design thinking this helps us to make user needs and product and considerable ideas are helps to make possible for users and provide useful feedback. In design thinking process we think about how insights from extreme users can translate to more mainstream user groups. "This exercise provides a structured approach to envision how seeds of change from today's fringes might make their way into the mainstream and how; conversely, the elements from today's mainstream might fall to obsolescence". Forecasting is the process of planning and assumptions for creative innovation. Forecasting is the process of constructing predictions for the future based past

Fig 1

and present data and mainly analyzed by trends. "Prediction is a similar, but more general term. Both might refer to formal statistical methods employing time series, cross-sectional or longitudinal data, or alternatively to less formal judgmental methods". So we can say that design thinking and forecasting plays a very important role in creation, innovation.

Design thinking to market strategy

"A market is defined as the sum total of all the buyers and sellers in the area or region under consideration. The area may be the earth, or countries, regions, states, or cities. The value, cost and price of items traded are as per forces of supply and demand in a market. The market may be a physical entity, or may be virtual. It may be local or global, perfect and imperfect."

Marketing involved in the testing phases, to ensure that they have the right information ahead of go-to-market. To implant design at the planned level, determining business strategy and influencing the product service, development from beginning to end there should be a sponsor on the board. "A design manager should ideally report into this sponsor and oversee documentation and review of design success. Design has to be championed internally and externally". Design thinking process provides helping aid to enhance market services and product stability in between consumer group with different ideas of sales and promotion of product. Product designing and product packaging are that content which attracts consumers in a look or first sight. The marketing strategies are a planning, thought, and a mind game to attract more consumers.

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