Labdock AMA

Hi Guys,

Here is the unabridged Q/A from today's session for those who joined late.

[7/1, 4:02 PM] Labdox: Hi Everyone,

Please join me to welcome @Ashwini Mishra - The Product and Business guy from Phoenix Mecano. Ashwini is one of the leading Industrial Experts, bringing his practical experience of Design, Business, and Product while working for many International and National Projects. Ashwini tries to bring application and creativity in all his pursuits. He is taken as a Responsible, focused, and happiness infusing person by his friends and colleagues.

He is here to help us to dig deep into the Design Thinking process and the value that it creates for anyone who tries to follow the way.

We at labdox are glad to have him here and request you all to put up relevant queries before him.
Thanks
[7/1, 4:03 PM] Ashwini Mishra: You can post your queries and questions by text or voice recording here. I will answer it here only. If required we can have a call also later on.
[7/1, 4:04 PM] Ashwini Mishra: Thanks Amit and team Labdox... Let's get going ????
[7/1, 4:05 PM] Labdox: Awesome
[7/1, 4:07 PM] Labdox: So Ashwini, I will start with a very basic question - Is Design Thinking Process a Skill or a mindset?
[7/1, 4:09 PM] Ashwini Mishra: It's a skill which needs a mindset to be applied. This mindset if developed well , can help us solve many challenging problems in any profession or personal life.
[7/1, 4:13 PM] Ashwini Mishra: Anywhich ways when we talk about change. It's essentially a shift in mindset. For example a scientist or an Engineer (professional skills which can be learnt) needs a curious mind (mindset) which can be developed through practice or is innate ??
[7/1, 4:13 PM] Ashwini Mishra: Hope it answers
[7/1, 4:14 PM] Ajit Gunge: How advanced can this skill get?
[7/1, 4:14 PM] Bharath: 1 What are the sets of skills one should have for design thinking
2 what is the difference between the product thinking and design thinking
[7/1, 4:17 PM] Ashwini Mishra: You can learn it to apply solving as serious problems as policy drafting or challenging business concerns
[7/1, 4:17 PM] Ashwini Mishra: So it can be scaled up really big
[7/1, 4:19 PM] Ajit Gunge: Is there any way you can measure how skillful you are in DT?
[7/1, 4:23 PM] Ashwini Mishra: 1. An effective DT exercise is never done with people from same background. So, in terms of skills whatever you have learnt in school and graduation is more than good enough. Innate capacities like observation, ideating etc can only be made better and depends only with the way you were hadwired. DT though have classification of individuals more suited for different stages.
[7/1, 4:26 PM] Ashwini Mishra: 2. Conventionally product thinking is convergent way to solve problem and it is heavy on the technological aspect. DT on the other hand has a fantastic mix of human desirability, Technological feasibility and business Viability. How do you 'Define' your DT problem statement has an impact on which part of these 3 elements will be utilised.
[7/1, 4:27 PM] Rainer Rodrigues: Where should design thinking not be applied?
[7/1, 4:28 PM] Ashwini Mishra: Absolutely! The best measurement is your ability to solve problem. Unfortunately we all wanted to be rated but that doesn't guarantee success, right? I consider my client's feedback as meausement of my skill.
[7/1, 4:30 PM] Ashwini Mishra: Fantastic question!
Wherever you feel there is no need to apply it ??
[7/1, 4:31 PM] Ashwini Mishra: It's an exercise which needs resources in terms of time, people and efforts so whichever problem has an obvious answer you don't need DT.
[7/1, 4:31 PM] Rainer Rodrigues: So otherwise there is no limitations to its application?
[7/1, 4:32 PM] Ashwini Mishra: If you remember, we discussed various thinking styles, lateral thinking, critical and lean thinking... DT is applied where you want to explore or discover.
[7/1, 4:32 PM] Ashwini Mishra: Absolutely!
[7/1, 4:33 PM] Rainer Rodrigues: okay thanks
[7/1, 4:33 PM] Ashwini Mishra: My pleasure ??
[7/1, 4:34 PM] Rainer Rodrigues: But what is there is some risks in involve in the project? Is it a good idea to apply design thinking?
[7/1, 4:34 PM] Ashwini Mishra: Pls elaborate
[7/1, 4:36 PM] Rainer Rodrigues: For example, if I have options to explore but later on I can't switch to other option, can I still apply design thinking to make my decision better about choosing that particular option?
[7/1, 4:37 PM] Ashwini Mishra: Yes, faster you prototype less risk you carry to fail in future
[7/1, 4:38 PM] Ashwini Mishra: Prototype early and often is the mindset... DT is not a linear process
[7/1, 4:39 PM] Rainer Rodrigues: About this, when do we know when to stop applying design thinking? Like what metrics will tell us to stop it?
[7/1, 4:39 PM] Ajit Gunge: Where can I start with DT?
[7/1, 4:40 PM] Ajit Gunge: Are there any good books?
[7/1, 4:41 PM] Ashwini Mishra: A particular DT exercise can be stopped when its purpose is solved however you may then want to change the DT problem statement and ideate towards that.

[7/1, 4:42 PM] Ashwini Mishra: You can read Change by Design - Tim Brown.. However just reading wouldn't help as it needs to be practiced.
[7/1, 4:44 PM] Ashwini Mishra: We will be covering topics from 3-4 books and styles in our workshop. After which if you refer them as guide it will be effective.
[7/1, 4:45 PM] Rainer Rodrigues: Is design thinking a transferable skill?
[7/1, 4:47 PM] Ajit Gunge: Can u elaborate more on the workshop?
[7/1, 4:49 PM] Ashwini Mishra: You can Inspire others through this skill.. hope that is what you mean by transfer ??
[7/1, 4:49 PM] Bharath: To add this, do u recommend to read The Design of Everyday Things by Don Norman
[7/1, 4:51 PM] Rainer Rodrigues: A transferable skill is something that can be used even when you change your field or career, so is design thinking the same?
[7/1, 4:51 PM] Ashwini Mishra: Yes indeed, included in workshop
[7/1, 4:52 PM] Ashwini Mishra: Sure ??
[7/1, 4:55 PM] Ashwini Mishra: Wherever you go you have to learn to think as a designer of your job/work to be more effective and market ready
[7/1, 4:55 PM] Shweta Labdox: Hello Ashwini, my question is - Is it require to do initial user research in DT?
[7/1, 4:56 PM] Rainer Rodrigues: thank you
[7/1, 4:57 PM] Ashwini Mishra: You can assume also and start the journey and later on modify/redefine
[7/1, 4:58 PM] Debasmita Priyadarshini: Hello Ashwini
[7/1, 4:59 PM] Debasmita Priyadarshini: My question - does Design thinking is helping in all engineering and general subjects if yes then how
[7/1, 4:59 PM] Shweta Labdox: Okay thanks.
[7/1, 5:11 PM] Ashwini Mishra: Yes it is helping. In today's time any company has product and service elements. Mostly products has Mechanical, electronic/electrical and IT integration and similarly in service IT, supply chain marketing elements.. if they all work together then a user need is well understood and applied. In other engineering branches like civil, they need to us understand the needs and develop solutions as applied
[7/1, 5:12 PM] Ashwini Mishra: For giving an example, if you could tell me specific branch of engineering I will be able to answer much clearly ??
[7/1, 5:12 PM] Ashwini Mishra: My pleasure ??
[7/1, 5:14 PM] Debasmita Priyadarshini: Mechanical engineering
[7/1, 5:15 PM] Ashwini Mishra: Labdox team member will be in touch with you but what I can say is that it will be completely practical right from first session. It can become as interactive as the participants would want collectively ??
[7/1, 5:16 PM] Ajit Gunge: But it will be online right
[7/1, 5:18 PM] Ashwini Mishra: Unfortunately this branch is in dire need of applying DT at various stages. Manufacturing an product needs lots of time and investment so the better you understand your customer needs your chances of failure reduces drastically. 3D printing has helped really effectively to prototype rapidly.
[7/1, 5:20 PM] Ashwini Mishra: Yeah but with using online collaborative tools. In fact it gives more flexibility to learn and apply over the period of 1month. Imagine doing that sort of learning spanned over atleast a week time. How ineffective it can become
[7/1, 5:26 PM] Ashwini Mishra: You can consider revisiting example of Apple or Godrej's chhotucool. Let me share the link here. A perfect example of mechanical, electriconics engineering with marketing brilliance.
[7/1, 5:27 PM] Ashwini Mishra: https://youtu.be/5Tq4y1rKWFU
[7/1, 5:27 PM] Ashwini Mishra: https://youtu.be/IUADltOgj3w
[7/1, 5:29 PM] Ashwini Mishra: Anyways, Engineers are inherently problem solvers so we have a tendency to directly jump on solution. It works well for some of the cases but to innovate we need to think on problem statement more than the solution. ??
[7/1, 5:34 PM] Labdox: Very insightful questions guys - for those who joined late, we will try to share the unabridged Q/A in the group. In the meantime please use the time and ask your questions if you have any
[7/1, 5:35 PM] Labdox: The AMA will be on for another 30 minutes.
[7/1, 5:37 PM] Ajit Gunge: How will the session help for people who are starting on their entrepreneurial journey
[7/1, 5:45 PM] Ashwini Mishra: Entrepreneurs are essentially explorers which is the soul of DT so it will immensely help you. Also after DT exercise, you can take it to Opportunity evaluation and value creation tools. These 3 things are base of any business model.
[7/1, 5:54 PM] Ashwini Mishra: Hope that answers ??
[7/1, 6:11 PM] Labdox: Thanks Ashwini for taking out time for the group - I know it's a working day but you always have the enthusiasm to discuss DT. I hope that the members of the group had a good session.
[7/1, 6:12 PM] Rainer Rodrigues: Yes, it was a really good session.
[7/1, 6:18 PM] Ashwini Mishra: My pleasure ?? I hope to add value and colearn with such interesting questions. I have realised by practicing it how beautiful it is so doing my best to evangelize about it.

Thank you everyone for being patient while I was answering. You can still reachout for any more queries.

Thank you @Amit and team Labdox for constant endeavour of adding value through their programs??