

# Design thinking as a tool for commerce



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Design thinking is a model or process that involves use of innovation, anthropology, team interactions and creativity for addressing problems, developing solutions and meeting with the needs. The design industry throughout the world is hugely impacted with this new business model. Usually, the designers would use a traditional model to develop solutions. However, in design thinking a quality approach would be utilized and depending on the use, various challenges would be addressed. Earlier design was a very small discipline that had to concentrate on function and form of an article.

However, today design is a new approach affecting the manner in which the organization would be doing business and influencing the consumers. It is important to note that one of the central standpoints of design thinking is to plan or conceive thinking in mind. Design thinking is of great importance in several fields including fashion designing, interior designing, digital media, retailing, marketing, etc. Design thinking methodologies form the central theme of innovation. A team-based approach would ensure certain amount of brainstorming, conceptualizing and planning.

The team can discuss ways in which the product or services should appear so that the needs of the consumer can be effectively addressed. Today many companies are specializing in using innovation so that solutions can be developed beyond just form and function. The industry is trying to collaborate with academic organizations so that their needs can be understood and the academic organizations can involve this in the methodologies of educating the students (Noise Between Stations, 2008). A

design thinking approach can be utilized to define what reality would be. Take for instance the normal approach.

The world consists of several competitors and once these competitors are understood, we can react to the situation in a better manner. This is a more objective way of addressing the situation. However, a design approach would address the situation more objectively. Several choices, strategies, ideas, experiences, etc, are utilized to make the world up. Some of these may be really compelling to attract people. More than anything else, designs can create opportunities. Once the design is created, people with certain characteristics, motives and behavior would get attracted and join in.

Design thinking has certain characteristics including:

- Collaborative – Others having experiences can share and better form of work agreement can be utilized
- Abductive – Newer options are developed as solutions for various problems
- Experimental – Prototypes are developed which are converted into testable hypothesis
- Personal – Each aspect has a problem, and a person would be involved in solving this problem
- Integrative – The entire system and the related factors should be considered as one
- Interpretative – The problem should be understood, and possible solutions for these problems need to be developed (Luke W Interface Designs, 2006).

Design thinking is very constructive in nature, as smaller ideas need to be combined to develop one coherent idea. The designing team should always opportunities. Once designs are made, the team should further experiment, develop, prototype and improve. This cycle should be continuous in the team. Designers should also consider logical reasoning during the process of creating designs (Luke W Interface Designs, 2006).