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It's a Saturday night and you have finally planned that long overdue housewarming party. And, what is a party without a delectable multiple course spread. However, planning that can be tricky, because of the varied tastes and preferences that you need to cater to. But as the host, you need to make sure that all your guests are happy with what is being served to them. After an intense brainstorming session and a few samples being whipped in your kitchen, you finally meet your guests expectations.

What you have done is adopted a human-centred approach to problem-solving. That is what Design Thinking is.

### What is Design Thinking?

Design Thinking involves empathising with people, defining the problem, ideating solutions, prototyping, and testing. This approach is used by designers, engineers, and entrepreneurs to create products and services that meet the needs of users.

It is based on the idea that the best solutions come from understanding the people who will be using them. By putting yourself in their shoes and seeing the problem from their perspective, you can identify their needs and design solutions that meet them.

### HOW DESIGN THINKING CAN LEAD TO MORE CREATIVE SOLUTIONS:

#### Empathy

Picture this: You're an interior designer tasked with



## DESIGN THINKING IN EVERYDAY LIFE

creating a new interior for a traveller couple company who are outdoors most of the year. The first thing you do is, start by conducting interviews with them and understand their taste to better understand their needs and pain points.

As you listen to their stories, you start to feel a sense of empathy for their struggles with clutter, storage, and security while they are away. You realise that the design needs to be more than just furniture and fixtures – it needs to be a reflection of their favourite spots, souvenirs, and state-of-the-art security systems that would prevent break-ins.

### Iteration

It is only through empathy can you identify the key design challenges and work towards creating solutions that meet their unique requirements. Once you have a clear understanding of your customers' needs, you begin the process of ideation.

Brainstorm various design concepts and generate different ideas to tackle the challenge at hand. But, keep in mind that not all ideas are feasible and not all ideas will work for the customer. This continuous process of prototyping, iterating, and refining allows you to create innovative designs that are tailored to customers' needs.

### Problem Framing

To frame a problem effectively, you must begin by becoming familiar with the customer and understanding their needs, constraints, and desires. This enables you to identify the root causes of the problem and come up with innovative ways to address them. It requires thinking outside the box and exploring new perspectives that are not immediately apparent.

Problem-framing is about challenging assumptions, questioning the status quo, and thinking beyond conventional methods.

### Conclusion

Being a design thinking pro requires some serious skills. You need to be curious enough to ask powerful questions, and visual enough to draw and think like an interior designer. We at Bonito Designs believe in the philosophy that 'Every house needs a designer home' and we use this approach to explore possibilities that are helpful for customers in the long run both aesthetically and functionally. After all, home is where they are going to spend most of their waking hours.

And, of course, you have to be iterative, you need to keep learning by building, observing, and refining. And there's more! You also need to be collaborative, working towards a common goal and being inclusive towards different perspectives. Last but not least, being empathetic helps you understand people's emotions and experiences, leading to solutions that really work for them.