



In this scenario, several organisations are adopting design thinking principles to arrive at unique solutions through unique interventions, with the prime focus on collaborative ideation. The current trends indicate creative collaboration and ideation to arrive at out-of-the-box solutions for creating strategy, problem solving, product management, innovation etc. Design thinking is indeed a corporate culture now.

What is design thinking?

The typical mindset is to associate design to product design. But design may mean different things to different people. Ideas of large teams are converged and through a continuous process of iteration and prototyping, a product or service is born and improved upon to create unsurpassed user experiences. Here, it is not about increasing sales by designing a breakthrough product, but creating a user experience and engaging continuously to get the right product. The definition of the 'right' product keeps changing based on the user experience. Iteration and prototyping is the key and the 'experience' is the core. Mauro Porcini PepsiCo's Chief Design Officer said, "It's a

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strategic function that focusses on what people want and need and dream of, then crafts experiences across the full brand ecosystem that are meaningful and relevant for customers." (HBR, Aug 2015). Design thinking is a process of innovation, by innovation.

So is design thinking product innovation? Is it process innovation? Is design thinking a culture, a way of life to meet organizational goals? Is design thinking a strategy? It is all of these and an innovative way to engage while considering all complexities present. Design thinking is a process of collective ideation and experimenting the way to success. It is a continuous process of improvement. While the business