

DESIGN THINKING

DD9009/MS4663 / ADM & MSE students & faculty

Empowering the Visually Impaired

A Co-taught, Multi-disciplinary Design Thinking Course from ADM & MSE

Taught by:

ADM Faculty:

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MSE Faculty:

Associate Professor: Tan Lay Poh

Course Overview

This course introduces the design methodology known as design thinking. Students learned how to use design thinking to empathise with a challenge, develop a point of view, use ideation to form possible responses, prototype possible solutions, and conduct user testing to gain feedback. Design thinking encourages trans-disciplinary collaborations and can lead to creative and innovative solutions in all disciplines.

Intended Learning Objectives

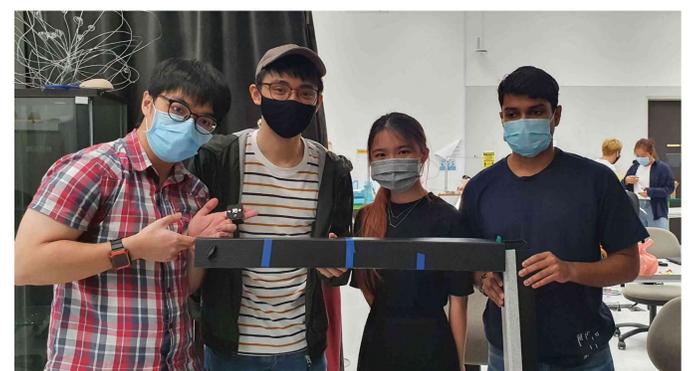
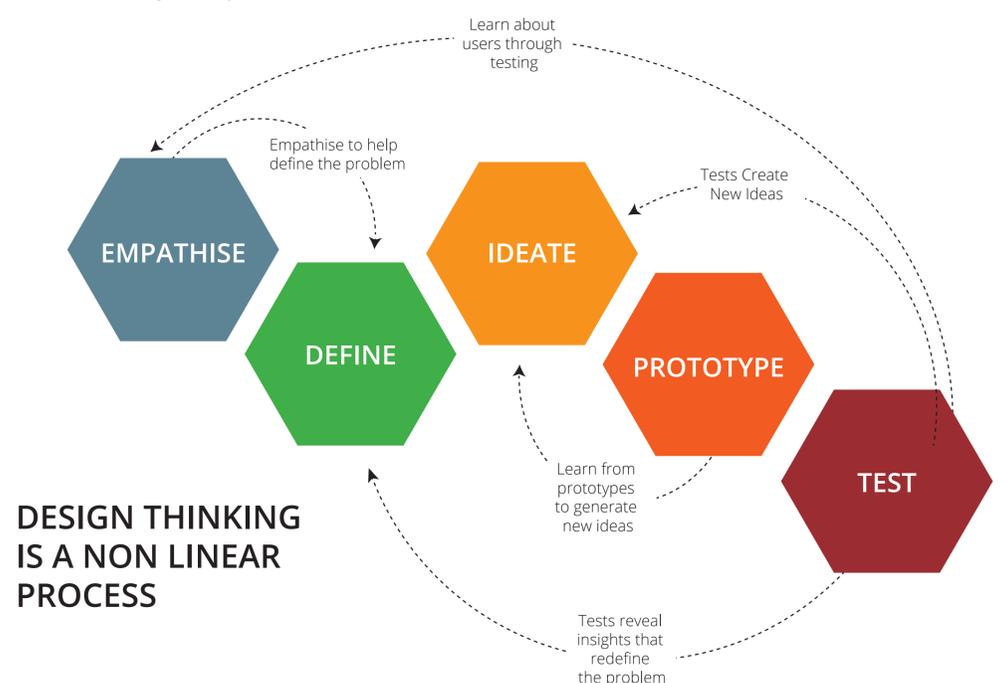
1. Describe the methodology of design thinking across differing situations.
2. Critically assess projects that use design thinking as methodology.
3. Apply design thinking to design projects by applying empathy, developing a point of view, ideation, prototyping and user testing.
4. Evaluate the role that design thinking plays in shaping and reflecting society and culture.
5. Contribute to and critique discussions on the design thinking process and efficacy in class, in your own work and in the work of your peers



<https://www.etch.sg/>

The project was a live brief overseen by our partner, NGO Etch Empathy. Etch Empathy provided regular feedback to the student teams, who also worked closely with members of the Visually Impaired community in Singapore to ensure their design solutions fully met with their users needs.

The whole project was grounded in the design thinking process and all of the multi-disciplinary teams were encouraged to regularly prototype and test their design solutions by engaging with those they were designing for through the lens of empathy.



Design thinking Multi-disciplinary teams