

# **NPM530 Design Thinking for Social Innovation**

**Level:** 5

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

## **Synopsis:**

The needs of community groups are constantly changing and evolving with technological advancement and demographic shifts. Social innovation is complex, and the involvement of multiple stakeholders complicate the implementation process. NPM530 Design Thinking for Social Innovation aims to empower leaders and practitioners in the non-profit, public, government and corporate sectors, to be more effective in designing and implementing innovative solutions for our communities. By developing deep empathy for your stakeholders and the communities you serve, you can more effectively collaborate to create interventions to advance the sector holistically.

## **Topics:**

- Cognitive biases
- Customer journey
- Five components of Design Thinking
- Idea generation
- Sensemaking
- Social innovation
- Social outcomes
- Trade-offs and portfolio of options
- User engagement techniques
- Observational techniques
- User-driven criteria
- Value creation

## **Textbooks:**

: Brown, Tim (2019). Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation HarperCollins  
ISBN-13: 9780062856715

Kelley, T., Littman, J., and Peters, T: The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm Profile  
ISBN-13: 9781847656780

Robert I. Sutton: Weird Ideas that Work: 11½ Practices for Promoting, Managing, and Sustaining Innovation Simon & Schuster  
ISBN-13: 9780743215459

**Learning Outcome:**

- Examine the design thinking process to uncover insights and address the (latent) needs of priority segments and the community.
- Experiment with the range of design thinking tools, methods and mindsets and test the appropriate tool for different process steps.
- Construct insights into the social, emotional, and behavioural needs of your customers and key stakeholders.
- Formulate innovative solutions and rapid prototyping using the design thinking process.
- Discuss and incorporate the perspectives of diverse stakeholder groups in the solutioning process.
- Solve real social challenges using human-centred design techniques.

**Assessment Strategies - Regular Semester (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	30
	PARTICIPATION 1	20
Overall Examinable Components	FINAL REPORT	50
<b>Total</b>		<b>100</b>

\*The information listed is subject to review and change.