

Understanding Design
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Module – 07
Start of Section 4
Lecture – 40
The seven concerns of innovations

Design driven innovation entails working very closely with potential users in order to satisfy their unmet needs.

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We cannot leave the users out at any stage; however, interaction with users does not simply end after the initial market research. For a design to be successful users must be considered and consulted throughout the innovation process. Let us and go back to the example of the chair.

Of course the chair which has given as a front seat view from the very start of this course.

Exactly. So, let me tell you a story.

[laughter] I hope with a happy ending.

Yes it was a happy ending after long and arduous trek for success of any innovation by design and for the innovation journey to smoothly traverse these potential perilous pitfalls, the innovation process has to meet and successfully traverse the 7 concerns. The 1st concern is the cause it is a resolve to solve a problem. The 2nd is the context understanding the user and the scenario. The 3rd is a comprehension which is arriving at design insights. The 4th is the check making a blueprint for the design a clear plan of action. The 5th one is the conception creating multiple ideas and combining them to create concepts.

Now, we come to this 6th one the crafting making mock ups, functional prototypes and pilot production and finally, the 7th one which is the connection that is getting back to the user for user testing and feedback. Let us see how we use the seven concerns in our palki story. The thought process that drove us to redesign the palki is a process I call the seven concerns of innovations.

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