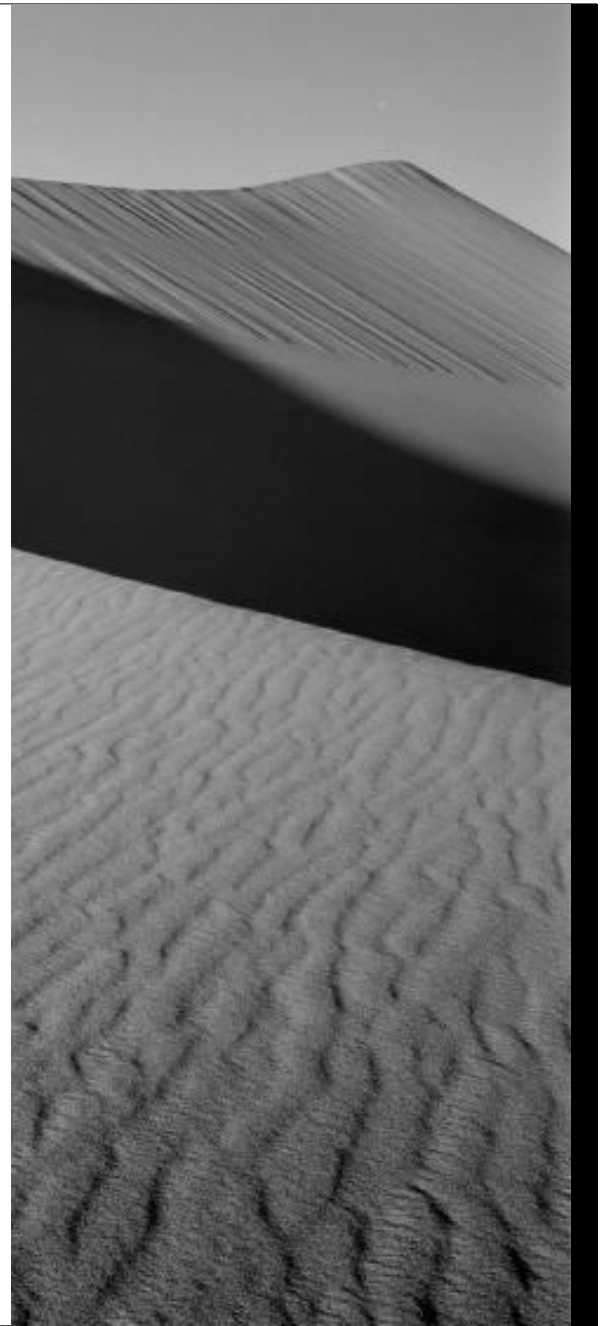# KARMIC DESIGN THINKING

## A BUDDHISM-INSPIRED METHOD TO HELP CREATE HUMAN-CENTERED PRODUCTS & SERVICES

## DR. BALA RAMADURAI

# KARMIC DESIGN THINKING

## A BUDDHISM-INSPIRED METHOD TO HELP CREATE HUMAN CENTERED PRODUCTS AND SERVICES

A four-stage method inspired by Lord Buddha's four noble truths applied to create compassion driven product/service design.

# KARMIC DESIGN THINKING

## A BUDDHISM-INSPIRED METHOD TO HELP CREATE HUMAN CENTERED PRODUCTS AND SERVICES

### EMPATHIZE

The main aim of this step is to understand real world needs by observing people (users or customers or the people in need) and getting to know and feel their needs.
We use a tool called Customer Journey Map for the purpose.

1. Create a persona
2. Divide the user story into before, during and after
3. Add smileys and sadeys for tracking the emotional status of the journey
4. List the problem statements from the story
5. Frame problem questions from the statements

**ANALYZE**

This step aims to find the root cause of the needs and identify the conflict between the user (from their target group) and the service or product or stakeholders.

Multi-Whys and Conflict of Interest analysis

1. Choose a few impactful problem questions from Empathize
2. Find the root cause by questioning the assumptions (Multi-Whys)
3. Identify two actors who are at conflict in your problem
4. Restate your desired result from the conflict model as a problem question

**SOLVE**

In this step, you resolve the conflict that you unearthed in the previous phase. The resolution is in the form of ideas or concepts. This step aims to find solutions using your team's creativity.

Silent Brainstorming

The first step can be to write down all possible solutions to the last problem question from Analyze.

TRIZ based ideation

Use the "other way around" principle to generate one idea atleast and add it to the pool of ideas.

Consolidate all your ideas into a concept and start detailing the advantages for your user and your organization.

## TEST

In this step, you make a rudimentary prototype via paper models or sketches or wire-frames and test this on your intended users and observe them.



You can determine based on your users whether you need one or two prototypes.

The prototype needs to be quickly made to test out your concept with your audience.

You will need to make a document with the following:

1. Your assumptions about users
2. The modified customer journey map (after your solution becomes a reality)

Reference:

1. https://dt.balaramadurai.net/
2. Dr. Bala Ramadurai, "Karmic Design Thinking", First Edition, 2020. https://www.amazon.in/Karmic-Design-Thinking-Buddhism-Inspired-Human-Centered/dp/9354190103/