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## **Design Thinking mini project: Think Innovatively in Novel ways**

### **ABSTRACT**

Design thinking is a critical component and has potential impact to business competitiveness. The effort should start early so that younger generations can develop their intellectual abilities to be able to recognize connections, redefine problems, plan and analyse possible ideas, solutions and be near to the potential customers in order to sustain. This design thinking mini project is initiated to build interest among students taking Technology Entrepreneurship (ENT 600) on the importance of new product development. Looking at technological evolution, students are encouraged to think innovatively about a problem or have the ability to evaluate business opportunity. In this mini project, students are required to meet potential customers and gain inputs. Once all information is gathered, students will discuss further with their team members and come up with their product design and build prototype with limited resources. The idea of offering limited resources is to educate students that networking is prominent in the real business environment and they need to find suitable market players to work together and they should be mindful with competition. Finally, they need to present their output in five minutes business pitching. Questionnaire will be distributed after the mini project is completed to analyse the responses.

**Keywords: design thinking, innovative, technology, business, opportunity**