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# DIGITAL ARCHITECT

## INTRODUCTION

A **digital architect** is a person who designs business processes to improve customer experience increase profitability and improve competitive position.



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# HISTORY

Three dimensional representation of architecture by way of models has long been a tradition in post classical European art history for centuries, although the medieval situation is far from certain

However, been possible to prove that reduced-size building made from bricks were already in use in Italy from the middle of the 14<sup>th</sup> century to plan building projects such as Florence cathedral



# STRATEGIES OF DIGITAL ARCHITECTURE

1. Disrupt Enterprise Architecture Principles
2. Experience as Enterprise Architecture Asset
3. Experimenting with Lightweight Governance
4. Cultivate a Design-Driven Architecture
5. Be Digital





# DESIGN METHODOLOGY PROTOTYPES



: RESEARCH BACKGROUND

: RESEARCH OBJECTIVES AND SCOPE

: CONCEPTUAL MODEL

: COURSE DESIGN USING THE PROTOTYPING BASED  
PROCESS

: VERIFICATION



# IMPORTANCE OF IDEATION

- : ASK THE RIGHT QUESTION AND INNOVATION
- : UNCOVER UNEXPECTED AREAS OF INNOVATION
- : BRING TOGETHER PERSPECTIVE AND STRENGTHS OF TEAM MEMBERS
- : CREATE VOLUME VARIETY IN YOUR INNOVATION OPTION
- : GET OBVIOUS SOLUTION OUT OF YOUR HEADS AND DRIVE YOUR TEAM BEYOND THEM





# FUTURE OF DIGITAL DESIGN IN ARCHITECTURE



- : MORPHOLOGICAL THINKING AND THE PROTO PARAMETRICISTS
- : A CYBERNETIC REVOLUTION EARLY DIGITAL EXPLORATIONS
- : FROM VIRTUAL TO PHYSICAL WITH COLLABORATIVE PRACTICE
- : COMPUTING NATURE, PARAMETRIC EXPLOSION AND AUGMENTING REALITY
- : DIGITAL FABRICATION ROBOTS
- : REDICAL RETHINKING THE DISCRETE

# INFLUENCES ON ARCHITECTURE AND DESIGN



: 3D PRINTING

: 3D PRINTING , ARCHITECTURAL  
VISUALIZATION



: VIRTUAL REALITY

: DRONES





# DESIGN YOUR FUTURE



## **BENEFITS**

Using the Design Thinking framework in conjunction with user journeys allows the EA to develop solutions that are both realistic and pragmatic.

The outlined approach creates confidence in the architecture since it supports an end-to-end

innovation lifecycle that assists all stakeholders in defining and developing creative solutions that are based on real users and their interactions.



# CONCLUSION

The prototype and test stages suggest a much better way to approach the presentation and proposal of the architecture vision itself



The key insight is that the point of prototyping as described by design thinking is not to produce a working version of the implementation, but to produce something' that lets

consumers (stakeholders, in our terminology) imagine using the end produce and this enables us to test our understanding of the problem definition, and our solution.

**THANK YOU  
FOR  
YOUR TIME**

