

“**Design is not just what it looks like and feels like. Design is how it works.**”

- Steve Jobs

DESIGN THINKING

Course Catalog

“**Good design is obvious. Great design is transparent.**”

- Joe Sparano

“**Simplicity is not the goal. It is the by-product of a good idea and modest expectations.**”

- Paul Rand

Workshop on GET STARTED WITH DESIGN THINKING

01 What is Design Thinking?

Design Thinking is a process to help us prototype, create and innovate. Design Thinking helps shift mindsets: From a consumers mindset to a producers mindset. From an accepting mindset to a questioning mindset. From a passive mindset to an active and empowered mindset.

It is a method of problem-solving strategy wherein the data collected is expressed visually in order to create new strategies, ways and methods to solve problems, create opportunities or strengthen weaknesses.

02 Workshop Benefits

- Learn about the concepts behind this powerful new paradigm, how to apply it and when to apply it.
- Learn to dirty your hands by using some of the key tools that are part of Design Thinking.
- Feel the impact of Design Thinking in various domains through the case studies.
- Uncover opportunities and hidden potential in your organization
- Learn the framework that helps build digital ecosystems.
- Align various stakeholders and leaders towards a single purpose.
- Create real business impact over sustained periods of time.
- Create a culture of design and empathy in your organization.

03 Course Curriculum

Design Something! (Using Design Thinking)

The participants design something specific using the principles of Design Thinking while they are guided through the stages of the process (Empathize, Define, Ideate, Prototype, and Test).

Introduction to Design Thinking

What is Design Thinking; why it is extremely important; the history and evolution of the framework.

Underlying principles of Design Thinking

Deep-dive into the key principles of Design Thinking – like Human Centeredness, Problem Seeking, Collaboration, Action Orientation, and so on.

The Design Thinking Stages

Details of what happens in Empathize, Define, Ideate, Prototype, and Test stages (Stanford DT process model). Sharing of real-life case stories where these stages made a significant difference to the evolution of the product/service.

Current Scenarios to identify pain points

Current Journeys of personas and prioritization of focus areas

Tools of Design Thinking

The most important tools of Design Thinking like Empathy Maps, Journey Maps, User Personas, Mind Maps, etc. are covered with samples. The participants will also dirty their hands in building some of these.

Design Thinking and Agile and Lean/Six-Sigma

The relationship between Design Thinking and Agile and Lean/Six-Sigma are also explored.

Summary

Consolidation of the workshop; Key Players in Design Thinking; Some more real-life success stories.

“Recognizing the need is the primary condition for design.”

- Charles Eames

Register Now

Workshop by David P Isaac

- Consulting Partner and Practice Head for BPI and Innovation
- Former Head of Quality for Customer service design and Enhancement with Reliance Infocomm Ltd.
- Expert in NPD- New product development and improving product quality with Godrej GE Appliances LTD
- David is an expert in business process improvement, improving customer experience and enhancing organization's core capabilities using Six Sigma, Lean, NPD, CEM- Customer experiential management and TRIZ – Innovation
- He has 24 years' experience with more than 8 years of the same involved with consulting and training for more than 50 organizations. Focus areas have been to enhance value in processes through designing them "outside in" from the customers perspective.
- A certified MATRIZ Innovation Master at Level 3 he is also a certified MBB and part of the standards committee for HDI.
- Provided designed solutions using Innovation, agile processes and analytical tools.
- David has a global exposure and have consulted 60+ companies in 10+ countries.
- David has led Business Transformation, Strategic Change Management, Data Analytics and Operation Excellence initiatives across organizations in IT/ITES, IT IS, BFSI, Manufacturing, Services, HR, and Service Support functions.

Speak to our team at :

1800-3000-9111

customer_relations@qaiglobal.com

**“If you think good design
is expensive,
you should look at the
cost of bad design.”**

- Ralf Speth

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