

“**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

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Workshop by Rajesh Naik

- Founding Partner of QAI India Ltd.
- Graduate of IIT Madras (1979) and a post-graduate from IIM Ahmedabad (1981).
- Celebrated trainer/ instructor/consultant and client partner who has worked with thousands of professionals, in India and overseas
- Co-authored seven books on various technical and management topics, including a business novel.
- Worked as Systems Analyst, Designer, and Project Manager in various companies like TCS, NIIT.
- A pioneer and acknowledged thought leader in the process improvement movement in India.
- In the last few years Rajesh has introduced systems thinking approach to managing talent

Speak to our team at :
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**“If you think good design
is expensive,
you should look at the
cost of bad design.”**

- Ralf Speth

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