

The World Leaders in
Design Thinking
from Netherlands,
*designthinkers***academy**
for the first time in India.

Fundamentals of Design Thinking



| QAI | Q | GLUE



What is DesignThinkers Academy?

Design Thinkers Academy 'Learning-by-Doing' was initiated in 2011 by the Founders of Design Thinkers Group Netherlands, Represented in 23 countries, to train, develop, and facilitate multidisciplinary teams and communities of change. Today academy workshops are help across the world from Amsterdam, Dubai, Milan, Madrid and many more.



What is DesignThinkers Group?

DesignThinkers Group is one of the leading 'design driven' Innovation Agencies present in 23 countries, facilitating organizations around the world making the transition from being strictly product oriented and sales driven, towards being service orientated and human centered.

Along with DesignThinkers Academy & DesignThinkers Network and the newly initiated DesignThinkers Conference, the group is one of the most recognized names in the world of Design Thinking.

DT ECOSYSTEM

designthinkersgroup
IN 23 COUNTRIES



DESIGN THINKING IS THE GLUE BETWEEN ALL DISCIPLINES

TEAMS

- DT UNITED KINGDOM
- DT CANADA
- DT UNITED STATES
- DT NETHERLANDS
- DT SPAIN
- DT PORTUGAL
- DT BRAZIL
- DT CHILE
- DT URUGUAY
- DT ARGENTINA
- DT DUBAI
- DT KUWAIT
- DT EGYPT



PARTNERS

- ISRAEL WHITE BOARD
- TAIWAN CORI
- SINGAPORE DESIGN SOJOURN
- DT GERMANY
- DT AUSTRIA
- DT CROATIA
- DT GREECE
- DT INDIA
- DT AUSTRALIA
- DT SOUTH AFRICA

DT ACADEMY



We offer and co-create training programs for professionals and teams in corporate and government environments, including Study Tours, Masterclasses, Summer Schools and Personal Coaching.



DT GROUP

Design Thinkers Group is one of the leading 'design driven' innovation agencies helping organisations around the world to make the transition from being strictly product oriented and sales driven, towards being service oriented and human centered.

We are a community organisation with multidisciplinary teams in 17 countries. We train, develop and facilitate creative teams and communities to drive positive change through value co-creation.

'LEARNING BY DOING' AS APPROACH

TO CREATIVE PROBLEM SOLVING

customerjourneymapvaluenetworkmapstakeholdermapcontextmapreflectiontoolpersonamappoemsmapservicescenarioserviceblueprintdesignprototypesbusinessmodelroadmaptoolcustomerjourneymapvaluenetworkmapstakeholdermapcontextmappersonamapculturalprobeoemsmapcustomerinsightmaptoolservicecenario designprototypesroadmaptoolstartupcanvascustomerjourneymap serviceblueprintcustomerinsightmaps serviceblueprintbusinessmodel designprototypes

"We help organisations design brands, product service systems and cultures of trust. This strengthens their capability to innovate and enable the co-creation of value with all stakeholders."

DT NETWORK

The DT network is an open platform to facilitate and inspire conversations between creative thinkers, and to achieve positive impact on people's lives, careers and on our ever-changing world.



INVOLVING MORE THAN
25.000
DESIGN THINKERS



designthinkersacademy.com

designthinkersgroup.com

designthinkersnetwork.com

QGLUE is the design and innovation venture of QAI.

QGLUE uses design to help businesses build services that people love and impact the world around us. Using human centered approach with robust methodology, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.



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Some of Design Thinkers Academy's Clients





Design Thinkers Academy have been doing Design Thinking for over 10 Years

We believe in delivering trainings which are intensely personal and thought provoking in nature. All our trainings have

- a) Experienced Facilitators
- b) Speakers from the industry.
- c) Content evolved from doing trainings over many years.
- d) Case studies and examples.
- e) Hands-on experience.

November, Design Thinking Fundamentals Training

THEORY

On the first day we will go through a short and interactive introduction into Design Thinking & Service Design. What is it, where does it come from and why now? What are the main 'Schools of Thought' within Design Thinking? What are the key case studies? Where can you find more information?

'LEARNING BY DOING'

The major part of the three days however will be spent on hands-on work on the case using the different tools. It is 'learning by doing' that is at the core of Design Thinking.



Concepts you will learn!

Design Thinking Overview.
How to understand people.
How to map experiences of different people.
How should organizations look at experiences.
How to quickly create and test new concepts/ ideas.
How should one go about imagining future experiences.

DESIGN THINKING TOOLS

Stakeholder Mapping
Ethnographic Research
Personas
Value Network Mapping
Customer Journey Mapping
Affinity Mapping
Storyboarding
Service Scenarios
Prototyping

Day 01

09:00 hr	SESSION CHECK-IN	
	Welcome	Personal and Group introductions.
10:00 hr	Introduction into Design Thinking	Why Design Thinking?
11:00 hr	BREAK	
	Research Set-up	Introduction to Ethnographic research and preparation.
12:00 hr	GO OUT! User Research	
13:00 hr		Active 'On field' user research via observations, interviews, etc. (Working lunch)
14:00 hr	Doing Mapping Research Outcomes	Elaboration of research findings.
15:00 hr	Doing Persona Building	Definition of initial Persona profiles.
16:00 hr	WRAP-UP & REFLECTION	

Day 02

REFLECTION ON PREVIOUS DAY	
Doing Customer Journeys & Opportunity Areas	Customer Journey Mapping, Customer Insights and Opportunity Areas; Definition of opportunity and creation of initial ideas with customer-centric perspective.
BREAK	
Doing Reframing	Creation of new design brief according to research outcome elaboration.
Ideation	Co-creation of new ideas to solve the problems defined in the opportunity areas.
LUNCH	
Doing Service Scenario	Transform ideas in 'Ideal Customer Experiences' with focus on final user experience.
Doing Prototypes	Build of physical prototype.
Doing User Test	Test prototypes with users and refine services.
WRAP-UP & REFLECTION	

Day 03

REFLECTION ON PREVIOUS DAY	
Doing Refine Prototypes	Refine prototypes using user test feedback.
BREAK	
Dragon's Den Presentation	Pitch prototypes to broader audience (senior management).
LUNCH	
Doing Value Exchange	Understand the value exchange between the main internal stakeholders.
Doing Mapping	Map the possible implementation strategies based on the analysed value.
Closing-up & Next Steps	Roadmap for the creation of 'Community of Practice'.
WRAP-UP & REFLECTION	

Day 1 Training

Day 1:

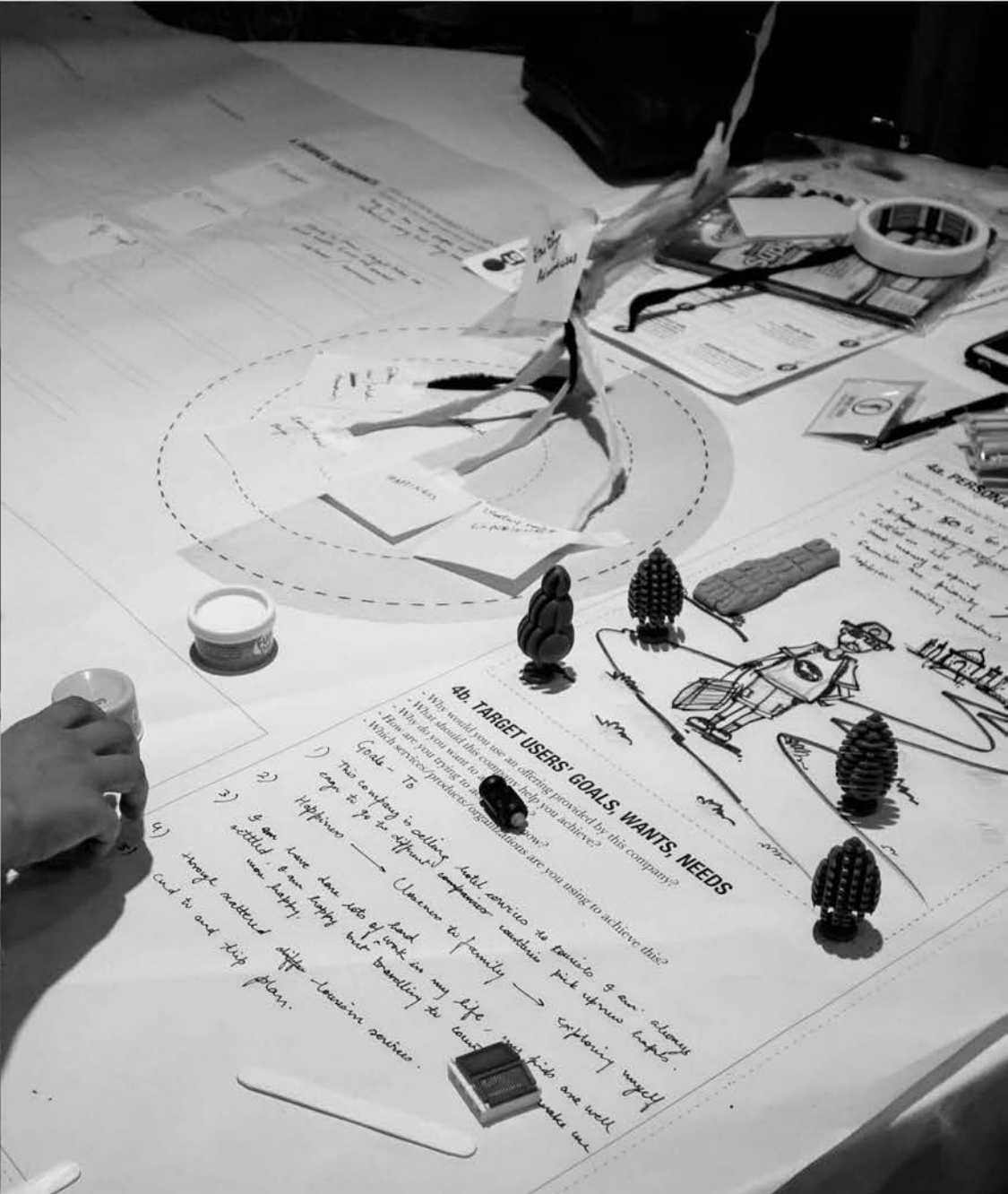
- 1) Welcome and Introduction to Design Thinking
- 2) Design Research, Abduction & Sensemaking
- 3) Persona Building

Design Research, Abduction & Sensemaking

Simple interviewing is normally not considered sufficient to understand the deep motivations of a consumer/ customer. Here we will understand what other ways can we use to understand people better.

Persona Building

Developing a persona is part of a design research or qualitative research stage. It will tell you “why” people do what they do, when quantitative research will mainly tell you “what” people do. Simply put: it gives you context and without context data is meaningless.



Day 2 Training

- 1) Customer Journey Mapping
- 2) Problem Reframing
- 3) Ideation
- 4) Creating Service Scenarios
- 5) Building Prototypes
- 6) Doing User Testing

Customer Journey Mapping

CJM's allows us to further step into the customer shoes. It lets us be emerged in their world, their reality. It will answer questions like: What are people really trying to achieve? How are they trying to achieve this? What do they use and in what order? Why do they make a choice? What are they experiencing, feeling, while trying to reach the desired outcome?

Building Prototypes

Reaching quick prototypes to get feedback from the user is at the core of Design Thinking. Fail quickly to succeed, is a motto every team needs to imbibe. Learn how to create low fidelity prototypes, and capture feedback from the user.





Day 3 Training:

- 1) Prototypes Iteration
- 2) Pitching Prototypes
- 3) Understanding Value Exchange
- 4) Mapping Implementation Strategies



Iteration

The iterative design process is a simple concept. Once, through user research, you have identified a user need and have generated ideas to meet that need, you develop a prototype. Then you test the prototype to see whether it meets the need in the best possible way. Then you take what you learned from testing and amend the design. Following that, you create a new prototype and begin the process all over again until you are satisfied that you've reached the best possible product for release to the market.

This iterative process is often called "rapid prototyping" or "spiral prototyping"

Value Exchange

In any effective transaction between stakeholders there is an exchange of value, where each gets something out of the exchange, even if it is relatively small. This can be a deliberate exchange or can be embedded in an interaction. Understand mapping this exchange for the benefit of various stakeholders.



Jeroen van der Weide

Jeroen has a MA in Dutch Theatre, Film & Communication at the Radboud University of Nijmegen, and is currently a senior facilitator at the DesignThinkers Academy in Amsterdam. He is specialized in developing innovative climates in organization: helping people find new solutions for business problems and designing and facilitating creative processes, brainstorms and positioning sessions. Jeroen has years of experience as a senior facilitator and creative brainstorm trainer at organizations.



Sarang Gupta

Sarang is the Designer in Residence for QGLUE: A QAI Venture and Managing Partner for Design Thinkers Group India, with vast experience in problem solving, innovation and training, having worked with many large corporations in India. He has a total work experience of ~10 Years, across multiple roles in Consulting, Business Development and Innovation, most of it with SAP. He played a key role in infusing Design Thinking in SAP India, in his roles as Customer Innovation Lead.

Pricing

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Thank You

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