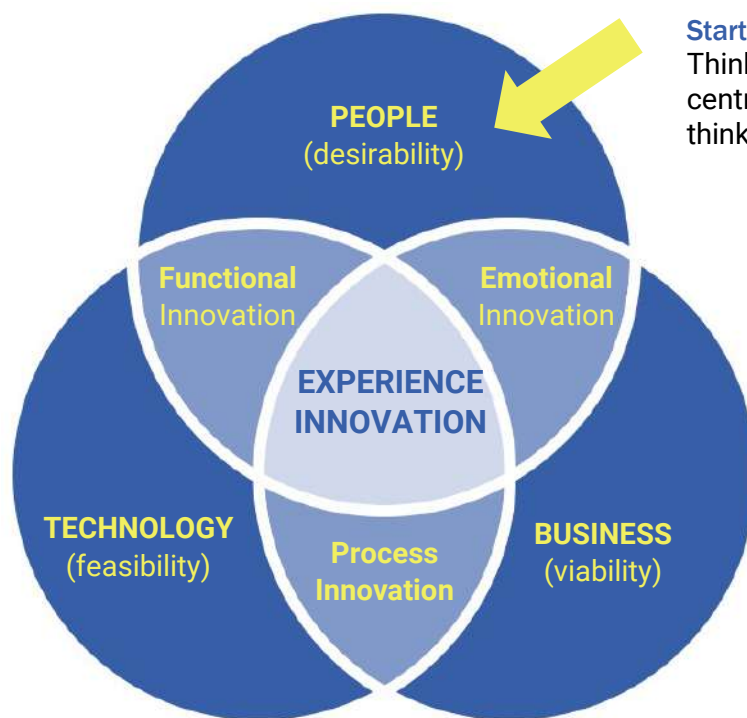# CERTIFICATE PROGRAM IN
DESIGN THINKING

Live Virtual Instructor Led Workshop
8 Week Design Thinking Journey

QGLUE
A QAI Promoted Venture

DESIGN-LED INNOVATION

At QGLUE we believe that to be design-led is a mindset of being innovative and design thinking and human-centric problem solving helps nourish that. It puts the user at the heart and employs a collaborative and iterative 'build to learn' approach to wicked problem-solving.

PEOPLE
(desirability)

Functional Innovation

Emotional Innovation

EXPERIENCE INNOVATION

TECHNOLOGY (feasibility)

Process Innovation

BUSINESS (viability)

Start here : Design Thinking driving user centric innovation. By thinking people first .

KEY PRINCIPALS AND BEHAVIOUR :

EXPLORATIVE
- Think user = Understand Empathy
- Frame the right problem/ purpose

IDEATIVE
- Creating Holistic solutions (desirable + feasible + viable)

CREATIVE
- Iterative / Rapidly prototype and test

STRATEGIC
- Business modeling and agile planning
- Pitch

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PROGRAM HIGHLIGHTS
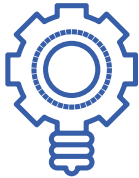
1
13 Live Sessions
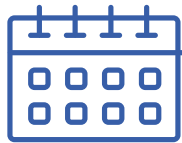
2
11 Team Activities

3
4 Mentoring Sessions

4
6 weeks of Project work

5
7 weeks of Learning

6
QGLUE Design Thinking Playbook

7
Online Skill Assessment

8
10 Real Life Assignments

9
Practitioner Certificate

10
16 Hours Live Learning

11
Global Team Expert Instructors

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PROGRAM OVERVIEW

WORKSHOP OVERVIEW

Through the workshop, you will experience the power of Design Thinking to create a path of Innovation. The Virtual Instructor-led Design Thinking workshops cover **fundamental principles** of Design Thinking, the Design Thinking process steps, and awareness about the **Design Tools** used in Design Thinking. Design Thinking helps solve wicked problems and we believe is the best tool to handle ambiguous situations.

WHAT SHOULD I EXPECT?

- **Build a common vocabulary** on Design Thinking
- Create a **culture of design** and **empathy** in your organization
- **Solve challenges using design thinking methods.**
- **Align stakeh**olders and leaders towards a single purpose
- **Create real business impact** over sustained periods of time
- **Build expertise** with specific design tools and methods
- Teach your team to apply **human centered framework.**
- **Synthesize what you learn into an actionable insight.**

WHO SHOULD ATTEND?

Everybody actually! Design Thinking should be at the core of **strategy development** and **organizational change** in order to create a culture that's focused on a creative way of solving problems. This way of thinking can be applied to products, services, and processes; anything that needs to be improved.

TAKEAWAYS

Emerging decision-makers build their expertise in this workshop with specific design tools and methods as well as understand the end-to-end **human-centered framework.** It helps to unlock the value of trapped **innovation opportunities** in your organization and aligns various stakeholders and leaders towards a single purpose by creating **sustainable impact.**

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THE LEARNING JOURNEY

1 **PRE-CLASS KICK-OFF**

(Week 1)

Interaction with key stakeholders to understand audience, the outcomes expected, and if any key themes are to be addressed during the workshop **(30 min)**

An overview session on Design Thinking for the shortlisted audience would be conducted **(60 min)**

2 **LIVE VIRTUAL LEARNING**

(Week 2)

These sessions offer the chance to learn the concepts, dive deeper into course concepts, experience application of the concepts with examples and broaden your perspective. The sessions are conducted using ZOOM and facilitated on the MURAL platform.

3 **POST TRAINING ASSESSMENT**

(Week 3)

Upon completion of the training, each participant is provided an online assessment covering 8 capabilities, and 25 skill areas. The post assessment provides a comprehensive view of the skill development.

4 **CAPSTONE PROJECT**
(D.Learn)
(Week 4 - 7)

Individuals who clear the assessment are provided with a post workshop project to apply the skills learnt on a real-time business problem identified by the team. Done in groups, this enables individuals to gain peer feedback, and enable them to synthesize their learning.

5 **PROFICIENCY CERTIFICATE**

(Week 8)

Individuals and teams successfully completing the Live Virtual Training, Post Training Assessment, and Real-time Project are then provided a certificate of proficiency for their achievement.

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STRUCTURE OF THE WORKSHOP

1

MODULE 1

What is Design Thinking and why is it important?

- Understanding the importance and relevance of Design Thinking
- Understanding Design Thinking principles with relevant case studies.
- Understanding the importance of Human-Centred Innovation.

60 Min

Expert Assigned

Perspective Understanding

2

MODULE 2

Writing the Problem Statement

- Understanding the problem space and defining it.
- Identifying the specific problem.
- Virtual team breakouts

90 Min

Experiencing

Expert Assigned

3

MODULE 3

Understanding the concerned Stakeholders

- Setting goals and priorities aligning the problem area.
- Stakeholder mapping.
- Attempting individual challenges in virtual team breakout rooms.
- Peer feedback on the task.

150 Min

Team activity

4

MODULE 4
Personas and Empathy Maps

- Understanding Empathy and its application.
- Segmentation and persona creation techniques.
- Experimentation with Empathy Maps and Persona.

150 Min

Team activity

Do it!

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STRUCTURE OF THE WORKSHOP

5 MODULE 5
Presentations and Retrospect

- Participants present their working and identified pains and gains for the stakeholder group selected
- Expert inputs and guidance is provided by the facilitator
- Feedback from participants

30 Min

Review and Feedback

6 MODULE 6
Current Scenarios & Identification of Pain Points

- Identify the pain points using Rose Thorn Bud Methodology.
- Derive insights from the Empathy Map.
- Understanding stakeholder journey map and its application.
- Defining the HMW statement using statement starters.

60 Min

Team activity

7 MODULE 7
Ideation and Voting

- Using Creative Matrix to generate ideas within groups.
- Shortlisting ideas according to priority.
- Attempting individual challenges in virtual team breakout rooms.
- Peer feedback on the task.

90 Min

Experiencing

Expert Assigned

8 MODULE 8
Storyboarding

- Understanding the storyboarding technique and how ideas must be integrated to create a solution concept with relevant examples.
- Participants create their own storyboard in virtual breakout rooms.

120 Min

Team activity

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STRUCTURE OF THE WORKSHOP

9

MODULE 9
Current Scenarios & Identification of Pain Points

- Look at multiple methods of prototyping and the need to fail fast by validation of the concept.
- Showcase of the concept poster with relevant application.
- Teams create their own concept posters and critique them.

90 Min

Team activity

Do it!

10

MODULE 10
Pitch

- Presentation of Concept Posters
- Feedback from the facilitator and peers

60 Min

Review and Feedback

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POST-TRAINING ASSESSMENT
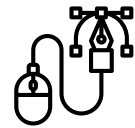
ASSESSMENT OVERVIEW

All participants undergo a post-class assessment that covers 8 Design Thinking competencies and 25 knowledge areas. The online assessment consists of 30 questions and participants require a minimum of 75%, to successfully secure the proficiency certificate.

8 DESIGN COMPETENCIES TESTED

Dynamic Mindset

Human Centred And Empathetic

Visual & engages in prototyping

Comfortable with Ambiguity

Reflective

Open to risk & Embracing failure

Collaborative

Optimistic

POST ASSESSMENT

After the online assessment, the Capability scores for each participant is shared with the client learning coordinator. Data visualization of summary scores of the batch is analyzed along with   Areas for improvement. This includes visualization dashboards and   findings. Recommendations are made for shortlisting of candidates for the post training project.

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D.LEARN

D.Learn is an element of the CPDT training at QGLUE that allows a participant to solve a real-world business problem using Design Thinking under the mentorship of QGLUE's Design Coaches. The 6-week journey starts with problem framing and is followed by designing a path to solve the problem. The participant is handheld throughout the process and receives constructive feedback from their peers and coaches at every step of the journey.
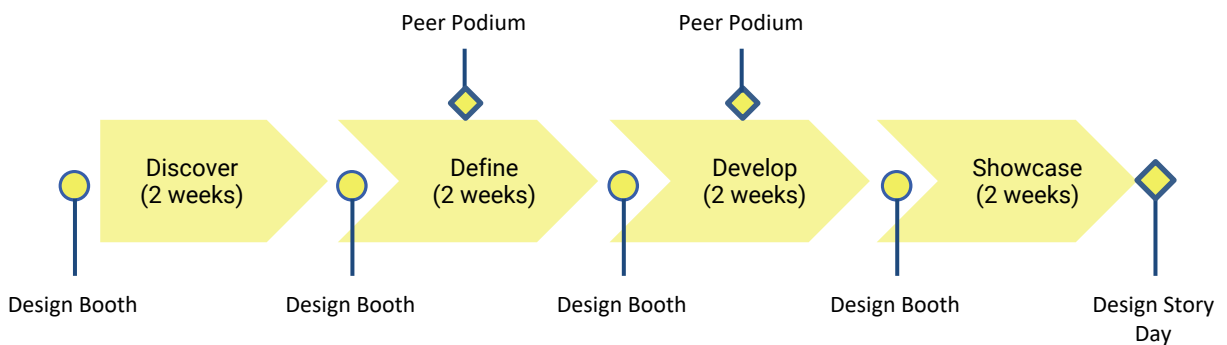
STEP 1 : **THE D. LEARN TOOLKIT**

The D.Learn Toolkit starts with the formation of groups and deciding on a problem statement. The participants then explore the **D.Learn Toolkit** that elaborates on the tools used through the process of problem solving.

STEP 2 : **DESIGN BOOTH**

The Design Booth presents with a 1:1 interaction of the participant and their respective groups with the design coach to understand the phases, tools and the design discovery path for the problem at hand.

STEP 3 : **PEER PODIUM**

The Peer Podium presents as a platform of meetup between the phases of the Design Thinking journey. This allows for participants to interact with their peers and receive feedback. This also allows the participants become a part of a larger Design Learning Community for the future.

STEP 4 : **DESIGN STORY DAY**

The Design Story Day at QGLUE is a celebratory event to unveil Design Learnings through Design Stories. The participants are encouraged to share their journeys and propose solutions to the QGLUE Community.

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D.LEARN CHALLENGES SOLVED

Here are some of the D.Learn challenge statements solved by our previous participants.

How might we optimize the cost of printing and delivery of physical statements?

How might we improve the overall quality of life of an individual and society through 'Experience"?

How might we increase the engagement level, and trust among partners for using our app?

How might we help companies embrace change with minimum human resistance?

How might we manage and reduce waste created in an organization?

How might we build a robust employee retention system which helps organizations meet and excel clients' and employee expectations/experiences?

How might we solve the problem for leaders, who are currently facing roadblocks while implementing transformation and a new way of working in their organization?

How might we increase the efficiency of the claims process without enhancing the team strength and ensuring a better customer experience?

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CLIENTS SPEAK

"It was great interacting with attendees from diverse professional backgrounds. The Design Thinking concepts and tools were delivered elaborately. Look forward to applying them all."

HR Business Partner
Societe Generale

"The tools explained are extremely apt and suitable to be directly applied in an organisation."

Vice President - Procurement
Barclays

"Very insightful workshop. Learnt a lot of new things. The examples and use-cases shared during the Design Thinking Workshop were quite relevant to the content."

Group Manager,
Learning and Development
Mercer

"The facilitator is the best part about the Design Thinking Workshop. His knowledge and excellent delivery lead to value-driven learning."

Transformation and
Delivery Manager
Soprasteria

"Collaboration, co-creation and discussions were the best part of the Design Thinking Workshop. I really liked how each concept and tool is explained using a variety of examples.

Marketing Leader
IBM

"An extremely user-centric workshop with an approachable, friendly and supportive trainer. The content was relevant for me with practical exercises."

Consultant
UNICEF

Some Clients

vodafone   SBI card   TITAN COMPANY   PRUDENTIAL   DSCI A NASSCOM Initiative   EY

NETFLIX   TATA   adidas   mastercard   Marriott   Unilever

kotak life   Microsoft   SLK   AON Hewitt   Daimler Mercedes-Benz   ABB

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About QAI

Founded by William perry, USA in 1980, QAI is a transnational consulting company facilitating quality and process improvement in organizations worldwide. With presence in 30 countries and 700 successful client journeys, QAI has evangelized process improvement, operational excellence and quality in India and globally. QAI has trained 180,000 professionals and certified over 40,000 people.

30 Years in Existence

700+ Customer Journeys/ Engagements
1000+ Improvement and Six Sigma Projects Delivered 1700+ Corporate In-house Trainings in more than 15+ Countries

About QGLUE

QGLUE is the design and innovation arm of QAI. It brings a unique Design and innovation led human-centred approach to building products, services and businesses – making future living better with happier people. QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.

Speak to our team:

customer_relations@q-glue.com | www.q-glue.com | 1800 103 4583

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