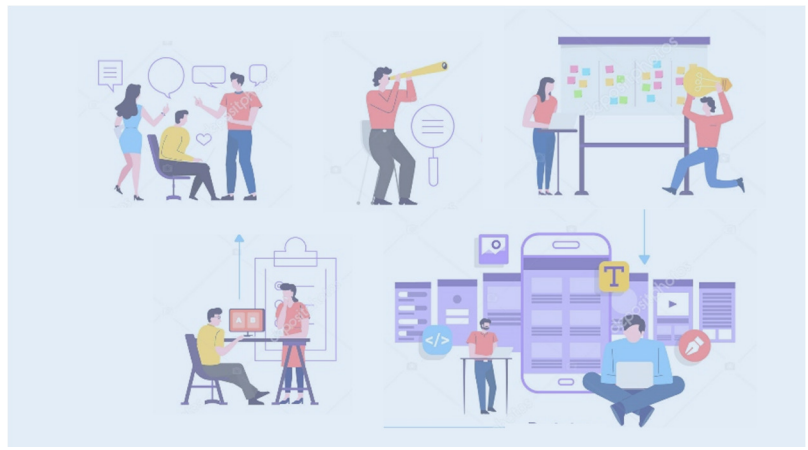


Design Thinking



Overview

Design thinking is an approach for designing products and services that fulfils certain needs or solves problems, evokes an emotive connect with users and creates value for various stakeholders and organizations. Design thinking looks beyond just functional needs to create enjoyable user experiences that deliver better value.

Design thinking is a structured process to find solutions to unmet needs or complex problems that may require multidisciplinary skills and collaborative efforts. Design thinking has evolved beyond mere products and services to strategy development, organizational performance improvements, driving sustainable practices and change management.

In rapidly changing complex business environments driven by disruptive technology and innovation, customer expectations are also changing from just seeking products and services, to entire experience as a whole. Hence, forward looking organizations are striving to adopt design thinking to reimagine their businesses, to bring about a mind-set and culture shift. With better teamwork, collaboration and efficiency, they can offer superior products and services and deliver customer experiences that delight.

Who Should Attend

Senior leadership teams and senior managers, who have the ability to make a difference and set the organisation on a path of sustained growth and profitability.

Learning Outcomes

By the end of this program participants should be able to:

- Learn to visualize things from a wider perspective
- Listen to the *voice of the customer* - to empathize and understand their latent/hidden needs.
- Develop a design thinking mindset towards design and problem solving.
- Evaluate and assess technical and financial viability of a new product or service
- Understand the importance of collaboration and teamwork for better solutions
- Be receptive to ideas and develop ability to detect bias.
- Assess risks and learn how to adapt and change.

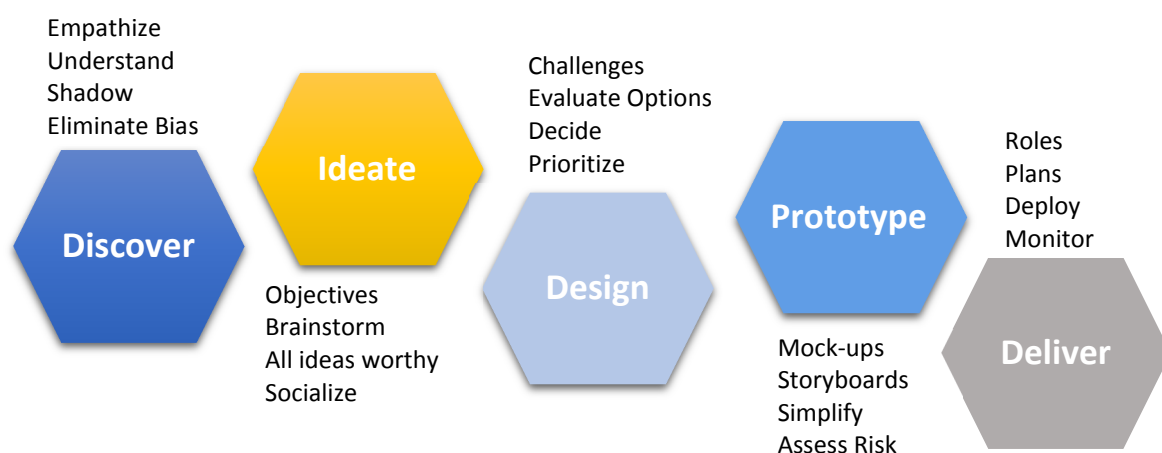
Program Delivery

This is a facilitator driven online program spread over 3 to 4 weeks with 8 -10 training sessions of 2 hour durations. This is an immersive experiential learning program where participants will learn by doing through group discussions, assignments and case studies.



Program Outline

The concepts of design thinking following will be covered using the following model:



Training Modules

- 1 Discover** – Understand design thinking principles, listen to the voice of the customer, empathize, and learn design thinking strategy - structure, capabilities, dependencies, processes.
- 2 Ideate** - Define objectives and goals, generate ideas, brainstorm, socialize, shortlist workable options
- 3 Design** - Discover challenges, research, assess risk, evaluate options, decide and prioritize.
- 4 Prototype** - Develop mock-ups/prototypes, seek feedback, story boards, do financial analysis and risk assessment
- 5 Deliver** – Define roles, prepare plans, deploy and monitor

Facilitators

Our facilitators have extensive experience in training leaders and have conducted hundreds of training programs.

For more information please call 74394 81638 or send a mail to swarup.dutta@kaalp.com