



Design Thinking Workshop

Define, Research, Innovate and Create

What is Design Thinking?

The Design Thinking (DT) is a globally recognized, proven methodology for designing a human-centered, innovative solution for new products/ services offered by businesses. The DT is also suited for enhancing the quality of service in agriculture, governance, community health and education. The solution is designed by a cross-functional team within an organization. Global Fortune 500 companies have been immensely benefitting from the Design Thinking methodology.

Key Highlights

- ❖ Customer specific Design Challenges are considered in the workshop
- ❖ Workshop participants from cross-functional teams are encouraged to take part
- ❖ All industries and different size organizations can derive benefits from the Design Thinking
- ❖ Workshop will be facilitated by a consultant with 25+ years of IT industry and research experience

How can Design Thinking help customers?

Design Thinking workshop coaches participants to solve the 'Right Problem'. Before jumping into solutions, the workshop participants first question themselves asking "are we solving the right problem?". This follows refining and redefining the problem.

The workshop encourages co-creation out of collaboration. Deliver a solution prototype at the end of the workshop. Take some live scenario like new product innovation as a Design Challenge, create a prototype, test it and deliver it.

Duration of the workshop

- 2 Day Workshop (WS)
 - I. WS Day 1: Form Team and Define Problem
 - II. Field Work: User interview, Research and Data collection
 - III. WS Day 2: Ideas, Prototype and Testing

How much does it cost?

- Will be charged for 15 participants for two workshop (WS) days
- Per day charges + GST charges are applicable

Workshop deliverable

- Solution Prototypes (not just a Power point presentation)

Contact details

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