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## **Design Thinking**

### **Target Audience**

- Professionals involved in defining, developing, testing and marketing Information Technology products for end users in all industries and for the consumer market

### **Course Duration:**

- One Day for a maximum of 25 participants. If more participants, due to the participative nature of the training, the duration will increase appropriately

### **Course Content**

- **Module 1 – Design Thinking Essentials**
    - Origin of the term and thought process for Design
    - End to End Design – understanding the complete Customer Experience
    - Principles of Design Thinking
    - Human Factors, User Environment as input to Design Thinking
    - Practical Examples and Exercise
  - **Module 2 Designing Solutions to Problems**
    - Einstein's Principle of Problem Solution
    - The NAVA RASA and its application
      - Beauty, Laughter, Disgust, Anger, Peace/Contentment, Valor, Fear, Grief/Compassion, Wonder
    - Analysis and Synthesis
    - Convergent and Divergent Thinking
    - Preparing ourselves to see creativity in chaos
  - **Module 3 The Process of Thought**
    - How does a thought arise
    - Learning, Memory and Directing Thought towards Design
    - Ideating and Validation
    - Enabling the right thought and shutting out wrong ones
  - **Module 4 Design Thinking Methods and Process**
    - Visualization techniques – icons, symbols, communication
    - Tools that help – Mind Mapping, Simulators, Recorders
    - Incorporation of Design Thinking in Business & Engineering Processes
    - Building and Spreading the Culture of Design Thinking in the Organization
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