

Design thinking/ Human centered design

Workshop journey:
5 days over 2 weeks



Do you aim at developing innovative and creative solutions for complex issues & creating new value in business?



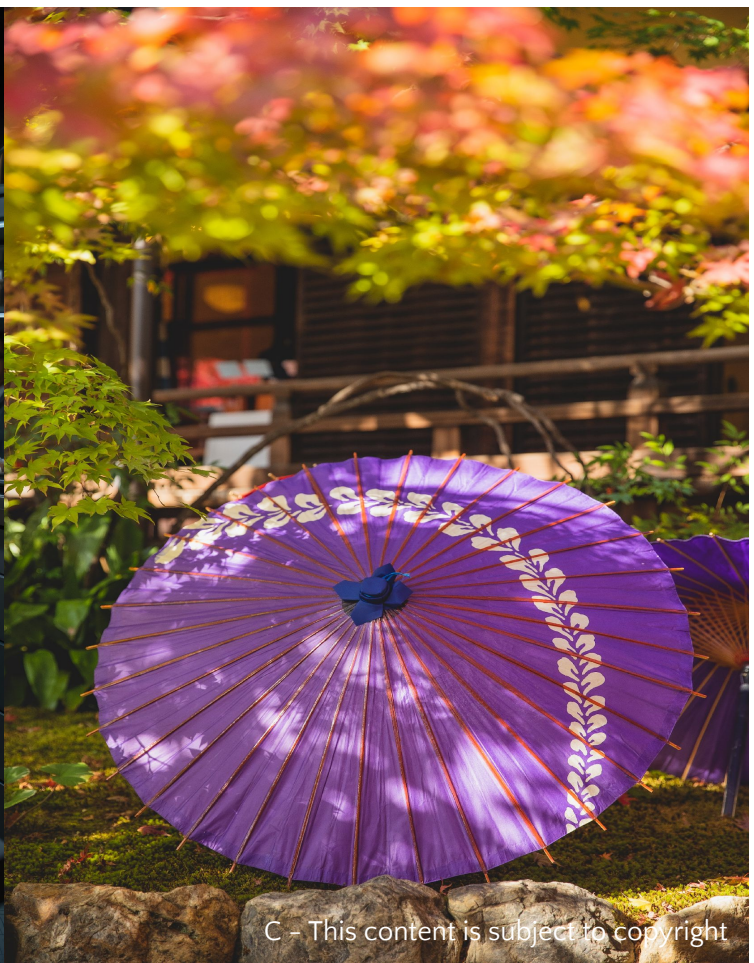
Creative learnings academy

Would you like your innovative solutions to embed empathy, creativity, user/human centric way by putting customer/people at the centre?

Would you like your products with a high degree of usability and user experience?

Do you have design thinking & human centered design immersive workshop journey, which is a blend of putting theory to practice by building a basic prototype solution for a business problem/ customer need, during the workshop itself?

We upskill your Leaders on 'Design Thinking' & build them for the innovations of tomorrow!



6 b i) Design Thinking

Design thinking is a human centered approach to innovation or solving any problem in a human/user centric way by putting customer & people at the centre.

Human centered design sits at the intersection of empathy and creativity.

Design thinking & Human centered design immersive workshop journey, is focused on the participant to rediscover their creative confidence to solve a complex problem , with innovation using human centred approach & design thinking.



6 b i) Design Thinking

With an accelerated solution style approach as:

1. We Discover through

- C-suite interviews what we need to achieve, potential business/ customer challenges, dream team etc

2. We Facilitate

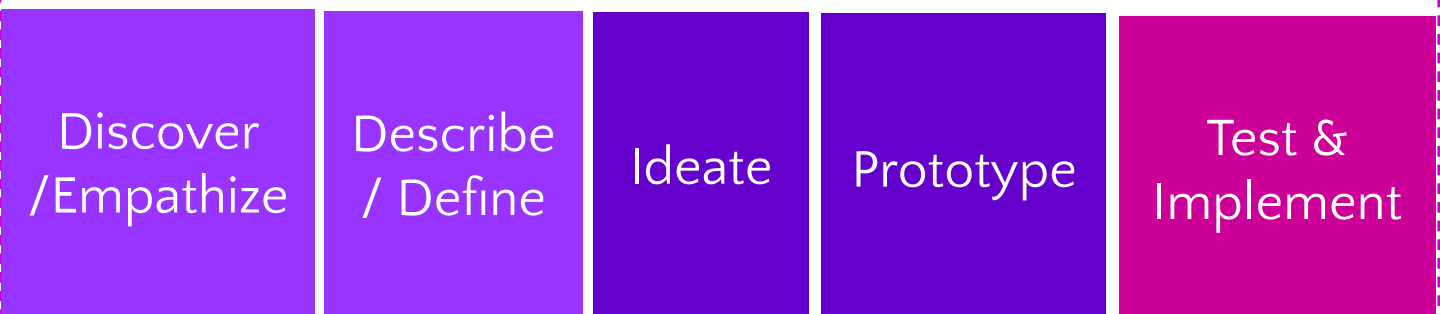
- A 3 days design thinking workshop, coaching the participant to make a basic solution, using design thinking tools

3. We Play back

- The solutions to the c-suite & we summarize the feedback journey



6 b i) Design thinking methods/ tools



Discover / Empathize

Describe / Define

Ideate

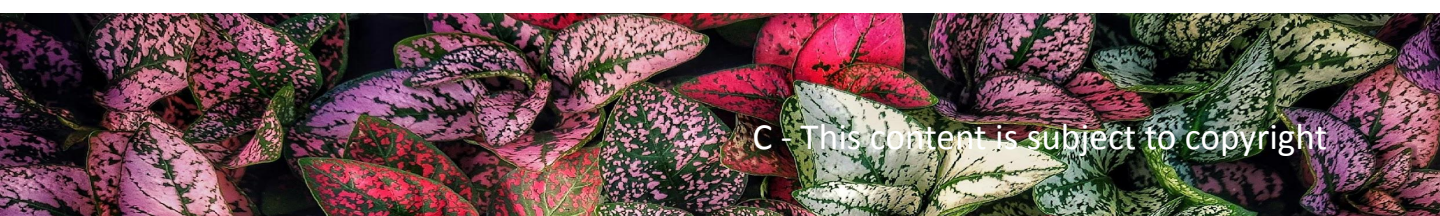
Prototype

Test & Implement

We use 25+ Design thinking methods/ tools

Interviews	Journey map	Story boarding	Research with Generative participative design	Think aloud testing
Research with Exploration - Observation	Critique - Rose thorn Bud	Concept poster	Desirability test	Research with Evaluation with usability test
Research with Exploration - Journal	Affinity clustering	Desirability test	Desirability test	Retrospective reflection
Territory maps	How might we	Creative matrix	What is a prototype	Story telling
Empathy maps	Thumb nail sketching	Prioritization matrix	Types of Prototype	
Story telling	Importance difficulty matrix	Headlines of Future	• Paper prototype (Sketching)	
Walk a mile	Business model canvas	Round robin	• Wireframing (Layouts/ screens)	
Day in a Life	Brainstorming	Thumbnail Sketching	• Clickable (Interactive)	
	Visualize a vote	Story telling	• Wizard (Fully Functional)	
		Brainstorming		
		Visualize a vote		

This workshop is designed with theater/ alternate andragogy, accelerated creative learnings tools like attribute Gallery, circle time, stealth carnival, solution stalls, legos, bon fire etc.



6 b i) Design thinking workshop flow

Learning goal

1. Understand what is design thinking, human centered design
2. Discover real life examples of application of design thinking
3. Explore 5 attributes of design thinking
4. Describe design thinking approach & process
5. Interpret 25+ methods/tools which can be used for the process
6. Recall types of prototypes of design thinking solutions

Learning application-Create your own solution

7. Think of original examples of a business challenge which you would like to solve by design thinking
8. Demonstrate the solution journey based on the process, attributes
9. Apply at least 5 relevant methods/tools in your challenge
10. Build a simple prototype for the business challenge

Next steps:

- Next gen Inspiration
- Feedback & closure

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Offering – Design Thinking



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Do write to our Genie :

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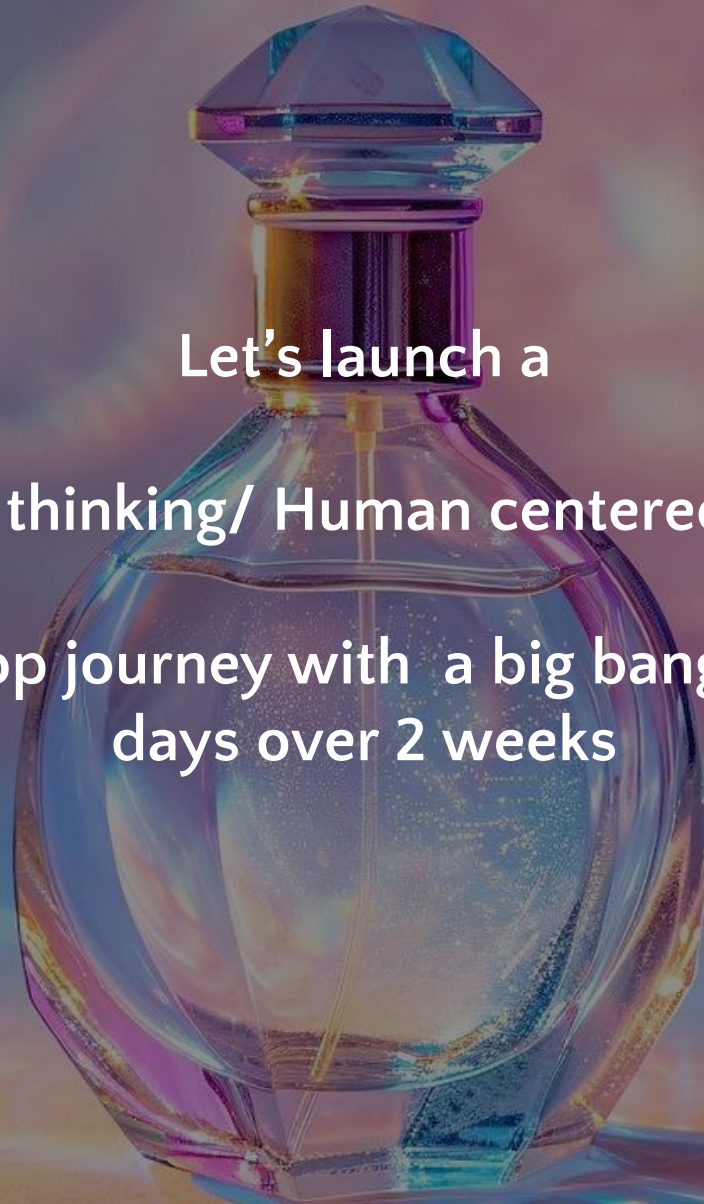
Think organization growth, culture & talent happiness creatively

Making organizations next generation ready



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Let's co-create magic !

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Let's launch a

'Design thinking/ Human centered design'
workshop journey with a big bang in just 5
days over 2 weeks