

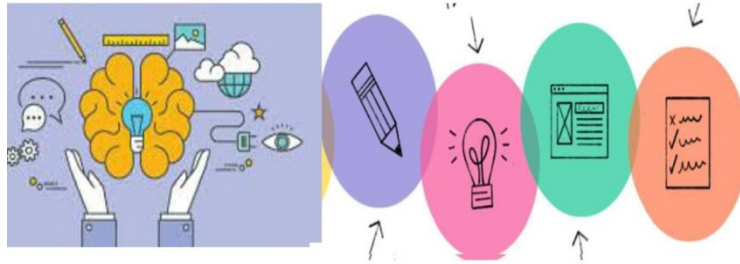


National Productivity Council

Under DPIIT, Ministry of Commerce & Industry, GoI



Department for Promotion of
Industry & Internal Trade
Ministry of Commerce &
Industry Government of India



Self Paced e-Learning Course with Voice over Title: **“Design Thinking–Process & Methods”**

Registration Fee (including GST):- Rs 1790/-

About Self Paced e-Learning Course with Voice over : -

Do we have the right business tools & mindsets for the challenges of the 21st century? What do our current tools, such as management-by-objectives, return-on-investment, net present value, budgeting, business cases, etc., all have in common? They all rely on forecasting what may happen. Essentially, they are all plans. We plan business objectives, plan activities to each them, implement them and eventually attempt to plan better next time. Granted, a bit oversimplified, but it brings out the core assumption of this approach to business: much of the future can be planned.

What is the reality in today's VUCA (Volatile, Uncertain, Complex, Ambiguous) world? In many sectors, plans appear outdated before they are even completed: new technologies surge, new product development and adoption cycles are a fraction of what they used to be, business model innovations turn competitive landscapes upside down, consumer references are more volatile than ever, and new generations demand radical behavioural change.

So If you are looking for a different way of looking at problems, understanding problems and then going about solving them then you are at the right place because Design Thinking is all about that.

Design Thinking is a popular tool for organization to solve problems and pain points. It also helps evolving a human centric approach to innovation in the Product/ Services being developed for the User.

Design "Thinking" as a subject made its journey through various fields of specialisation over time, as thinkers in those fields explored the cognitive processes within their own fields and later became something which moved into a space of its own.

Design Thinking Concept is applicable in almost all organization and companies. Skills covered in this course focuses on you getting know about the Design Thinking which will help you to initiate discussion of implementation of Design Thinking at your workplace.

You will cement your learnings with specially curated case studies along the course.

The course comes with the wonderful workbook which will be your companion throughout the course and help you self-reflect and implement the learnings.

Module 1 (Getting Started) Objective:

- Understand Evolution of Design Thinking
- Know Elements of Design Thinking
- Understand What is Design Thinking?
- Know Difference Between TRADITIONAL & DESIGN THINKING APPROACH
- Identify PERSONALITY OF DESIGN THINKERS
- Appreciate Power of Design Thinking with Case Study
- Know Steps of Design Thinking Process

Module 2 (Design Thinking Process – Empathize & Define Stage) Objective:

- Introduction to Five Stages of Design Thinking Process
- Understand Empathize Stage
- Know Five Methods to Empathize to Get the Right Insights with Case Study
- Learn About Artefacts From EMPATHIZE PHASE With Case Study
- Understand Define Stage
- Understand Analysis & Synthesis
- Problem Statement & Characteristics Of Good Problem Statements
- Learn Three Methods Of Defining Problem Statement

Module 3 (Get Organized & Master Prioritization) Objective:

- Understand The Ideate Stage of Design Thinking
- Benefits of Ideation
- Understand in detail Brainstorming for Ideation
- Additional Three Techniques for Ideation
- Understand The Prototype Stage of Design Thinking
- Learn about Low & High Fidelity Prototype & Their Pros & Cons
- At the end of each Module there will be quiz.
- Case Study - How Google Uses Prototype Stage
- Understand The Test Stage of Design Thinking
- Learn Various Methods of User Testing
- Important Guidelines for User Testing
- Case Study – How Design Thinking Helped To Save Lives of New Born Babies

Register to learn (Key Learning's in bullet points)

- Understand nuances of Design Thinking
- Detailed Understanding of Various Stages of Design Thinking

- Learn various Methods used in Different Stages of Design Thinking
- Know the Artefacts generated in Different Design Thinking Stages
- Learn Interesting Case Studies during Different Aspects of Design Thinking

Thanks & Regards

NPC Team

Course conducted by Group/ Regional Directorate Name:- **__Economic Services**

Name & Designation of Course Coordinator: **Rajesh Sund, Director (Economic Services)**

Course Coordinator Contact Details-----8799784715