

Why Design
Thinking matters
more in business
than ever?

**DESIGN THINKING
BOOTCAMP**

DESIGN THINKING BOOTCAMP

Two-Day Workshop
and continuous engagement and instruction
for 4-6 weeks thereafter

01 Workshop Overview

People live in two worlds, Physical and Virtual, and both need to be understood for the right results. Design is not merely about how it looks but how it works. Design Thinking helps solve wicked problems and is the best tool to handle ambiguous situations.

This two-day program delves into the fundamentals of the Design Thinking approach by immersing in collaborative exercises, dynamic discussions, relevant readings, and quizzes. You will experience the power of Design Thinking concepts to create a path to innovation, unveil new possibilities, and make a greater contribution to your organization's future success.

Topics covered include fundamental principles of Design Thinking, the Design Thinking process steps, and awareness of some of the tools used in Design Thinking.

02 Workshop Takeaways

- Emerging decision makers build their expertise in this workshop with specific design tools and methods as well as understand the end to end human centered framework.
- Uncover opportunities and hidden potential in your organization.
- Learn the framework that helps build ecosystems
- Align various stakeholders and leaders towards a single purpose
- Create a culture of design and empathy in your organization
- Create real business impact over sustained periods of time
- Understand tools and techniques that are shaping the world today

03 Workshop Curriculum

DAY ONE

Importance of Design and What is Design Thinking

Importance of design in today's economy; Design Thinking Principles; What is meant by an "experience"

Writing the Problem Statement

Techniques to identify and write the right problem statement

Understanding Stakeholders and Users

Business Goals and priorities, Vision Statement; Techniques to understand behavior of consumers

Personas, Empathy Maps

Deriving Insights, Segmentation, and Techniques to create Persona and Empathy of Users

DAY TWO

Current Scenarios to identify pain points

Current Journeys of personas and prioritization of focus areas

Ideation and Storyboarding

Ideation and Storyboarding tools and techniques

Deriving Goals from Ideas

Identify Business goals through prioritization techniques

Future Scenarios and Moments of Max Impact

Visualize the future state and prioritize the "moments"

Prototyping

The goals of prototyping; Designing Prototypes



04 Post Workshop Engagement – Applying the learnings in a real world scenario

To further reinforce and implement their learning's, participants work on a real world business problem under the mentorship of a QGLUE Designer in Residence. This will be made possible via Skype/Conference calls and regular follow ups, in a period of 4-6 weeks post the workshop.

The participants will undergo the following stages:

1) Identify and Review the real world problem statement

The participants in conjunction with the Design Coach identify a real world, complex problem and work through the identified Problem, reframe as necessary and elevate the problem to represent human needs beyond the technological or business needs.

2) Field Research and Synthesis

The team go on the field and learn about user's motivations, concerns, inhibitions and their needs. The Design Coach reviews the approach and offers methods to extract insights from realms of data collected.

3) Ideating and Building Customer Journeys

Ideation is a change of mindset, judgment free thinking, responding and a sense of collaboration with other participants. It is essential we see solutions in the form of journeys. This allows for a broader canvas and a holistic view and allows for comparison between what is and what should be.

4) The 3 P's – Prioritisation, Prototyping & Presentation

Creativity and holistic thinking allows for lofty ideals and ideas, it is essential these are prioritised, prototyped and tested on the practicality of implementation. Present findings and solutions to the Design Coach.

Immerse your
company in the World
of Design Thinking.

Receive QAI | QGLUE Certificate on successful completion.

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