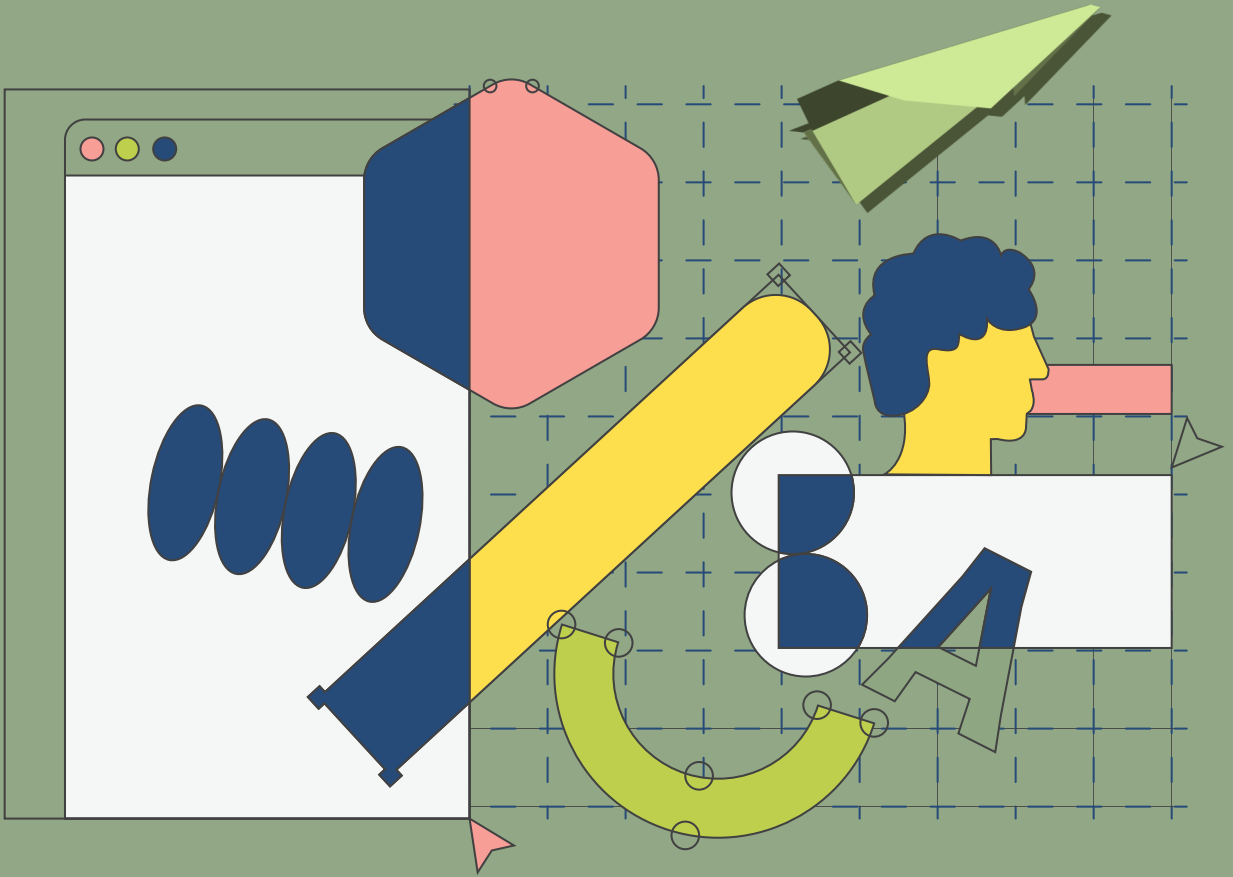


# Design Thinking for UX/UI & Graphic Designers

2 Day Training + 6 weeks action-learning Journey





**WE NEED A NEW  
WAY TO DESIGN.**

**THE HUMAN-  
CENTERED WAY.**

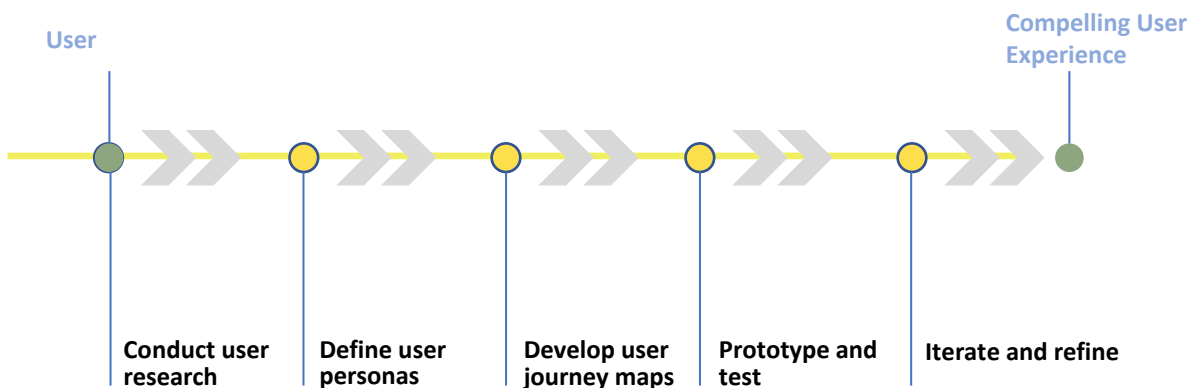


Design is not just  
what it looks or  
feels like.

Design is how it  
works.”

Steve Jobs

## YOUR ROADMAP TO CREATE COMPELLING USER EXPERIENCE



# WHAT IS DESIGN THINKING & HOW IT HELPS?

Design thinking is an approach to **problem-solving** that is centered on the **needs and experiences of the end-users**. It is an **iterative & collaborative** process that involves empathizing with users, defining the problem, ideating and prototyping solutions, and testing and iterating to create the final solution.

It helps you build competencies like

## **Challenge: Lack of user engagement in digital products.**

Design thinking helps in empathizing with users and involving them in the design process, designers can create products that are more engaging and intuitive to use.

## **Challenge: Lack of user feedback and testing.**

Design thinking help designers incorporate user feedback and testing by conducting user testing and soliciting feedback from users, designers can identify pain points and make improvements to the design that better meet the needs of the target audience.

## **Challenge: Poor website or app navigation.**

Design thinking can help designers create a clear and intuitive navigation system by focusing on the user's goals and behavior. By mapping out user flows and conducting user testing, designers can identify pain points and make improvements to the navigation.

## **Challenge: Lack of focus on user emotions and feelings.**

Design thinking can help designers create designs that evoke positive emotions and feelings in users. By using empathy and emotional design techniques, designers can create products that connect with users on a deeper level and drive brand loyalty.

# OVERVIEW

## OVERVIEW

Experience the power of Design Thinking to create a path of Innovation. The Instructor-led Design Thinking workshops cover **fundamental principles** of Design Thinking, the Design Thinking process steps, and awareness about the **Design Tools** used in Design Thinking. Design Thinking helps solve wicked problems and we believe is the best tool to handle ambiguous situations.

## WHY SHOULD I ATTEND?

- Design engaging **user-centered solutions**
- Simplifying** complex design projects
- Developing **empathy** for users
- Improve design **processes and collaboration**
- Build expertise** with specific design tools and methods

Program Highlights:

1



Design thinking principles and techniques

2



Learn by Doing

3



Group Activities

4



Practitioners certificate on completion

5



Capstone Project

6



QGLUE Design Thinking Playbook

# JOURNEY

PRE-CLASS KICK-OFF

ACTION LEARNING CAPSTONE PROJECT

LEARNING WORKSHOP

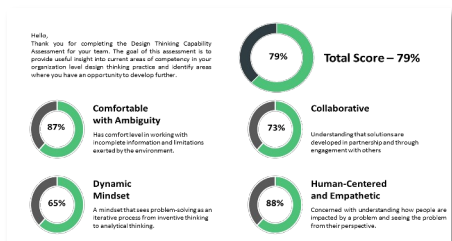
PRACTITIONER'S CERTIFICATE

# PROGRAM CURRICULUM

<p><b>1. Intro to Design Thinking</b></p> <p>What, Why and How of Design Thinking and how UI/ Graphic Designers could contribute in strategic ways and add dramatic forms of value. How constraints help design decisions with a case study.</p>	<p><b>7. Define – Problem Framing</b></p> <p>Framing a design problem prioritizes the user and their intention or goal they desire to accomplish. Framing a problem using ‘How Might We?’ puts the end user at the center of the solution finding framework which leads us to focused and user-centric solutions.</p>
<p><b>2. Discover – Stakeholder Mapping</b></p> <p>Stakeholder analysis and mapping helps identify who are the key stakeholders, their interests, how they are affecting the project and the relationship between them</p>	<p><b>8. Develop – Ideation</b></p> <p>Ideating for solutions enables participants to produce as many ideas as they can to address a problem statement in a facilitated, judgment-free environment</p>
<p><b>3. Persona Creation</b></p> <p>Creating a persona of the primary stakeholder with behavior patterns, goals, skills, attitudes, and background information, as well as the environment in which a persona operates to be able to understand who .</p>	<p><b>9. Prioritizing and Voting</b></p> <p>Narrowing down on the solution through Importance vs Difficulty matrix which is visual way of categorising ideas, to identify high value ideas that should be pursued and costly ideas that should be rejected by prioritising around ROI and resolving differences and competing opinions as to what is a priority..</p>
<p><b>4. Interview</b></p> <p>By understanding the primary stakeholders thoughts, feelings, and motivations, we can understand the choices they make, their behavioral traits, and unearth their latent and unmet needs. <b>Case Study</b> on Design Research</p>	<p><b>10. Deliver – Prototyping</b></p> <p>Overview of several industry design tools which UX Designers use to prototype and demonstrate within and between page interactions, application flow and functionality. Demo/ Case study showcasing a design prototype using one of the design tools. Choose a method to prototype for the challenge area picked up.</p>
<p><b>5. Empathy Map</b></p> <p>Organizing information from the stakeholder interview under ‘Says’, ‘Thinks’, ‘Does &amp; ‘Feels’ buckets enables participants to document and articulate what they know about a particular type of user</p>	<p><b>11. Critiquing – Rose, Thorn, Bud</b></p> <p>Enables participants to identify what's working (Rose), what's not (Thorn) and what can be improved (Bud) by enabling other teams to give constructive feedback.</p>
<p><b>6. Customer Journey Map</b></p> <p>Customer Journey maps reveal typical customer experiences over time and visualize the many dimensions and factors involved, <b>Case study</b> on Journey Map.</p>	<p><b>12. Future of UX Design, Key Takeaways and Close</b></p> <p>Future of UX in the context of AI, AR, VR. Discuss key takeaways and learnings from the workshop and close</p>

# POST-WORKSHOP

## Receive your assessment report-post online assessment



All participants are provided a post class assessment on 8 design thinking competencies and 25 skill areas. Each Participant Gets a Report After the Post Training Assessment

## Receive QGLUE's Design Thinker's Playbook

The QGLUE Design Thinker's Playbook captures some of the most powerful design thinking fundamentals and innovative tools. Each tool is meticulously displayed on a separate page and can be used as a template.



## Receive QGLUE's Practitioner's Certificate



Upon successful completion of the post workshop Action Learning Project participants will be awarded with a Design Thinkers Practitioners Certificate.

# Some of our customers Engaged with us for Design Led Solutions

“The tools explained are extremely apt and suitable to be directly applied in an organisation.”

Vice President - Procurement  
Barclays

“Collaboration, co-creation and discussions were the best part of the Design Thinking Workshop. I really liked how each concept and tool is explained using a variety of examples.”

Marketing Leader  
IBM

“Very insightful workshop. Learnt a lot of new things. The examples and use-cases shared during the Design Thinking Workshop were quite relevant to the content.”

Group Manager,  
Learning and Development  
Mercer

“An extremely user-centric workshop with an approachable, friendly and supportive trainer. The content was relevant for me with practical exercises.”

Consultant  
UNICEF

