

VIRTUAL 6 SESSIONS

APPLYING DESIGN THINKING FOR BUSINESS ADVANTAGE

1400 - 1800 hrs | 25-26 February, 4-5 March, 11-12 March 2022



In today's growing complexity of digital technology and modern business, customers are increasingly choosing products and services based on the quality of the experiences they have with them. To help meet these challenges, an approach known as "Design Thinking" is playing a greater role in finding meaningful pathways - it is increasingly common in Lean Six Sigma processes and in organizational innovation initiatives.

In this comprehensive training programme on Design Thinking, the participants will be exposed to solving problems by building empathy through various Empathy Mapping techniques, generating ideas, prototyping and testing new concepts in design before final implementation.

TOPICS COVERED & TAKEAWAYS

-  • Key Concepts & Principles of Design Thinking
-  • Using Design Thinking for Design of Products and Services design
-  • Framework for design thinking
-  • Application of Design Thinking to Engineering Design
-  • Creating Empathy Maps, Customer Journey Maps, Value Stream Maps and Mind Mapping Techniques
-  • Ideation Techniques and Affinity Maps
-  • Process of Customer Co-Creation
-  • Experimentation Techniques, Rapid Prototyping and Concept Testing



FACULTY

PROF. NMK BHATTA

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Prof Bhatta has undergone training in Design Thinking & Innovation Management conducted by Steinbeis, Germany. He teaches Design Thinking to the students of PGDM and also conducted several MDP programs on the subject to industry Executives and R&D Engineers of DRDO and CSIR Labs. He works as a consultant to various Industries in the field of Design Thinking. He was formerly a Professor and Chairman of Industry Interface and Executive Education at IIM Indore. He has more than 43 years of Industry and academic experience.

Acquire a deep understanding of the Design Thinking principles, process and tools. Apply the Design Thinking methodology and tools to generate breakthrough ideas and co-create an improved customer experience journey. Improve personal effectiveness by becoming a more empathetic Designer of Goods and Services

FEE

Rs. 16000/- per participant

GST - 18% applicable

Pre registration with payment is Mandatory