Design Thinking Bootcamp

An innovation model based on human-centered design

Human Centered Design

To innovate and create better experiences, products and services for customers

Design thinking is making waves across the world and impacting every industry on how to approach and solve real world problems. The principles, mindsets and processes of design thinking are helping individuals and teams to approach complex problems, innovate collaboratively, and create holistic, sustainable solutions with a human-centered focus.

Empathy map
Helps designers to gain deeper insight into their customers needs and desires.

Journey mapping
Helps to design interventions based on customer touch points.

Value proposition
Helps to identify and map gain creators and pain relievers.

1 — 7 MINDSETS
A different way of seeing everything. When we look stuffs through a new lens we see new things

2 — 5 PHASES
Approach that puts the observation and discovery of human needs right at the forefront

3 — ITERATIVE
Iterate over and over, until the new product matches the needs and expectations of users

What to expect?

Each startup team in this experiential workshop will be introduced to design thinking concepts, mindsets along with various tools and methods which will enable them to apply their learnings to innovate while working on their products.

- What is design thinking? Context of how design thinking has been applied in a variety of applications and how it has led to unique and innovative solutions.
- Design thinking mindsets, what are they and how it is important to enable innovative ways of thinking
- Application of convergent thinking and divergent thinking while addressing the problem to be solved
- 5 phases of design thinking: Details of each phase and what happens during each phase – empathize, define, ideate, prototype and test.
- Introduce various tools, methods and approaches for each of the phases and how it can be applied
- Practice with each of these approaches by applying it to the design challenge
- An experiential learning approach, where the participants gets to explore each of the 5 phases of design thinking
- A chance to deepen collaboration within your team, and to connect with other innovative thinkers.
- A fun, hands-on learning experience.

"Often people don't know what they want until you show it to them." Steve Jobs

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3 days bootcamp
8:30am-6:00pm

BENEFITS

- Learn the fundamentals of design thinking and approach problems and its solutions in a novel way
- Solve complex challenges using the structured design thinking process
- New way of thinking to reach an acceptable solution focused approach rather than absolute problem solving
- Achieve alternate solutions that are novel and better, by combining design thinking with analytical decision making
- Establish a framework for building an environment that fosters creativity and innovation