

MASTERCLASS ON DESIGN THINKING

by Google Product Leads

Central Park | Bengaluru
0930 - 1600 hrs | 19 November 2022



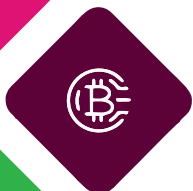
Masterclass 5

Design Thinking is People-centred problem-solving tool which focuses on User, Collaboration, Concretion and Stakeholder and their feedback to for Creativity and Innovation. The key to the process is empathizing with the users to uncover unmet needs by understanding their beliefs, values, motivations, behaviours, pains, gains and challenges and to provide an innovative solution.

OBJECTIVES



User/Customer empathy: The need to be people centered, People centered design methodology. Methods for effective customer research, understanding users' context, effective ways to interview and record insights (Empathy Map)



Creating a well defined Problem statement : Examine the research, Reflect & Prioritize.



Going broad and going narrow: Solutioning with multiple ways for ideation: Brainstorming, Co Creation, methods for narrowing down to the most effective solution



Crystallizing the solution by Storyboards, defining the hypothesis & leap of faith assumptions, using Rapid Prototyping to test before perfecting the solution

KEY TAKEAWAYS

To learn & listen to the voice of a customer (VoC) and empathise with them.

To be able to assess risks in design assignments

Case Studies on how Design Thinking helped a company to save its product

Understand and apply the Design Thinking concept.

To work in a team to visualise and design a possible new product or service and to assess the market, business and technical merits of that concept

Faculty are from Google and Intuit who are product leads with 13 plus years of experience.

FEE
INR 3500 + 18% GST



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