

Masterclass on

**DESIGN
THINKING**1000 - 1700 hrs | 28 - 29 November 2023
Virtual Program

Design thinking is a problem-solving approach that focuses on empathy, creativity, and collaboration to develop innovative solutions. It promotes innovation, problem-solving, and user-centered design. It is a versatile approach that can be applied across various domains and industries, leading to better solutions, improved user experiences, and a competitive advantage for organizations that embrace it. Register now for this exclusive digital masterclass and learn the ability to think critically, adapt, and solve complex problems in today's rapidly changing world.

Contents**Empathize**

Understanding the User

**Define**

Defining the Problem

**Ideate**

Generating Creative Solutions

**Prototype**

Building Low-Fidelity Solutions

**Test**

Gathering User Feedback

**Implement**

Bringing Solutions to Life

**Iterate**

Continuous Improvement

**Mindset and Culture**

Beyond the Process

**Tools and Techniques**

DT employs a variety of tools

OBJECTIVES

- Design Thinking is a problem-solving approach and a mindset that emphasizes empathy for users, collaboration, creativity, and iterative experimentation. While the specific steps and stages of Design Thinking can vary depending on the source or practitioner
- The primary objective of Design Thinking is to solve complex problems and address challenges in a creative and user-centered way. Design Thinking is a human-centered and iterative approach to problem-solving that aims to understand and meet the needs of users or customers effectively

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