

2-Day Masterclass on **Latest Advances in Product Design**

21 - 22 November 2024
CII Institute of Quality
Magadi Road, Bengaluru

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 with an ultimate objective to achieve Innovation Excellence.

Design Thinking is one of the most fascinating concepts currently under discussion in Technology Innovation. Whether customers, managers, scientists or engineers, all are facing an increasingly complex customer needs, driven by fast technological development and dramatically increasing diversity in culture and lifestyles, which made every user's requirement completely unique. Design Thinking, rooted in the combination of technology and human-centeredness is presently the only available design tool to handle this complexity. Organisations that succeed are the ones that work out what they can uniquely give to the world – not just products to meet their needs, but their excellence and their ability to make their customers experience happiness while putting them to use

Apply the Design Thinking methodology and tools to generate breakthrough ideas for Product Design & co-create an improved customer experience journey



Achieve Excellence in Innovation by becoming a more empathetic Designer of Products and Services



Topics Covered

- Aligning Product Design and Strategy with Organisational Strategy
- Agile Stage Gate Model for Technology Development and Product Design Key Concepts &
- Excelling in Product & Services Design Using Design Thinking Principles & Framework
- Application of Design Thinking to Engineering Design
- Creating Empathy Maps, Customer Journey Maps and Affinity Maps
- Process of Ideation and Synthesis
- Case studies of design thinking at major Engineering Industries & Research Laboratories
- One Practical Design Exercise using Design Thinking Methodology leading
- to Innovation Excellence and many other relevant topics, exercises and cases.

Faculty Profile

Dr. N.M.K Bhatta, Professor, XIME

Dr Bhatta is Six Sigma Black Belt, an Agile Certified Practitioner from PMI, Certified Agile Scrum Master from Scrum Alliance and a certified Project Management Professional (PMP). He is Certified in “Qualitative Research Methods” from London School of Economics, “Innovation Management” from Steinbeis Germany and “Case Method Teaching” from Harvard Business School, Teaching with Simulation from Harvard Business School, Market Opportunity Navigator Certification from “Where to Play” Institute, Israel, “Competing in Business through AI Powered Supply Chains” by Prof David Simchi Levi of MIT, USA and Project Management Certification from IIM, Ahmedabad.

At XIME, he teaches and consults in Business Strategy, Agile methodology, Innovation, Critical Chain Project Management and Design Thinking. He consults several Industry houses on Innovation, Design Thinking, Project & Program Management, Theory of Constraints and Agile Methodology. Dr Bhatta received several awards & accolades while in Defence, TCS, DRDO & during his academic Career.

Pedagogy

The programme will be conducted in a workshop mode using relevant case studies, exercises and other study material.

Who should attend

Engineers, Managers, Researchers and Designers engaged in Design/Delivery of Products and Services regardless of their experience and field of operation, who are keen to systematically improve their Design Thinking Methodology through greater Customer Understanding and Co-Creation with the customers.

FEE

CII Member: 18000/- Plus 18% GST

Non Member: 20000/- Plus 18% GST



Sudha S

+91 98864 93998

sudha.s@cii.in

Sumanth Raj

+91 94806 22753

sumanthraj@cii.in