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DESIGN THINKING SPRINT
12TH - 13TH OCTOBER
11:00 AM - 6:00 PM
MYNT XLC II, VASANT VIHAR

FACILITATOR : MAHAK CHHAJER
CAPSULE OVERVIEW

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Design thinking is a solution-oriented process that is used to achieve innovation with considerations about the consumer at the heart of all development stages.

Building an idea is a complex process which needs you to evaluate a range of possibilities and make critical choices - Who is it for? How will it be experienced by the user? How does it address the unsaid, unmet needs of the user? To make these choices, it is critical to understand user behaviour, needs and constraints while constantly innovating. From Apple and IBM to governments of developed countries like Denmark realize the need to integrate a more authentic view of the user experience into their product/service development journey.

If you have an idea in mind, but are unsure of how to build it, this two-day workshop will help you fast-forward into the future to see how potential customers react to your solution. You will learn the tools to decode customer needs, design prototypes and test ideas.

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FACILITATOR AND MENTOR

MAHAK CHHAJER
CO-FOUNDER, DVAN

Mahak is a Design thinking coach with expertise in Human centered design and agile innovation. Her areas of focus are Design Thinking, Futures Thinking, agile innovation management, innovation strategy, user experience (research) and lean start-up. She has an advanced training from d.School, Hasso Plattner Institute started by David Kelley, Larry Leifer and Terry Winograd who first founded the d.school at Stanford.

She is the co-founder of an Indo-German transformations lab called DVan and has worked on innovation projects with international companies like Veigel, Nestle, Danish consortium of academic craftsmanship and Bertelsmann Foundation to name a few.

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FACILITATOR AND MENTOR

Her own interest lies in education, policy and social entrepreneurship. She has had the opportunity to experience the education sector in India quite closely. Having been a part of the Founding projects team at Ashoka University, she created the first three under-graduate batches of the University. More recently, she has been designing education collaboration opportunities between India and China. She is also a representative of the Danish Consortium of Academic Craftsmanship.

Her focus is to make innovation accessible through micro-learning modules to help students and life-long learners build the core design principles of empathy, critical thinking and user-centered design.

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CAPSULE CONTENTS

Day 1

Session 1: Understanding Design Thinking

- Introduction to Design thinking

- Live examples of human-centered innovation and its impact

- The emphasis on empathy

-Techniques to build empathy

Session 2: From blank page to insights

- Scoping out the problem space

- Observing real life users and drawing behavioural insights

- Immersion exercises to empathise with users

- Define the underlying desires behind behaviors

Session 3: Define the problem

- Define the real user need

- Define your 'How might we' question

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# CAPSULE CONTENTS

Day 2

Session 1: From planning to action

- Brainstorm wild ideas

- Analyse market realities and practices

- Define the target audience

-Futures analysis

Session 2: Creative confidence to build

- Quick and dirty prototyping*

* A prototype is a scaled-down version of your product; a simulation or sample version which enables you to test your ideas and designs before investing time and money into actually developing the product or service

- Create a user experience not just a product or service; define the make or break user interaction points

- Test, fail, test and fail again!

- Iterate and present the prototype

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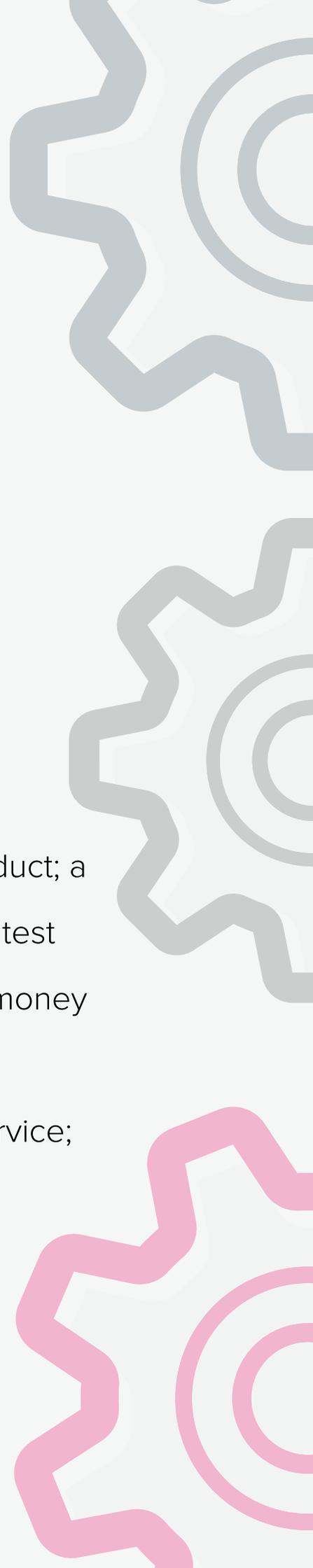
FAQ'S

1. Who is it for?

• For students/ young professionals dabbling with business ideas but unsure of the next steps

• For early stage entrepreneurs (or teams) who are working on a problem statement and are in the process of creating solutions (products/services)

2. What you can expect from the workshop?

The workshop will help you understand the process of taking an idea from a concept stage to an implementable stage. You will -

• Learn a process that enables you to walk in with a problem statement and walk out with real-life, user-verified insights about the feasibility of an idea/product or service

• Understand the value of human-centeredness in creating a successful business

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FAQ'S

Learn methods / tools such as empathy maps, brainstorming techniques, storytelling, quick prototyping, user-testing

• Realize that 5 minutes of brainstorming – if done right – can produce enough insights to run a business! In other words, realize the importance and value of time. Time is critical in the process and you will hear a lot of gonging!

Please note, the workshop is a two-day experiential module to help you immerse into the process of user-centered solution building. It will give you a chance to build your idea and actually test it before you take the plunge.

However, we do not guarantee an investment ready business model to emerge at the end of it. What we can guarantee is that this will serve as the first step in your journey to build an idea.

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FAQ'S

3. What are the pre-requisites to enrol for this workshop?

We don't expect you to come in with any prior knowledge of Human-centered innovation or agile. If you identify yourself as an intrapreneur or entrepreneur with a hunger for creating solutions that can drastically change user experience and are open to exploring your creative confidence, then you are the right person for this workshop.

4. What skills will I learn?

- How to leverage a design sprint to quickly build ideas and test them

- Brainstorming techniques

- User behaviour analysis tools

- Quick and dirty prototyping

- Futures thinking

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