

## Why Design Thinking?

A **new way** of organizing work, often leads to **extraordinary** improvements. Total quality management (TQM) did that to manufacturing in 1980s by unleashing people's creative sides, winning their commitments, and **radically improving** processes.

Similarly, **Design Thinking** is a radically new framework, using a human-centered approach to transform how we create products and services, how teams work & how entire corporations operate!

World's leading brands, like Apple and Google have adopted Design Thinking and it is also being taught at top universities including Stanford, Harvard and MIT. It has a few variants (3/5/7 phases). All variants follow the same principles, but we focus on the 5-phase model proposed by Stanford's d.school.

**Design Thinking** help us systematically extract, teach, learn and apply human-centered techniques to solve problems in a creative and innovative way - in our designs, in our businesses, in our countries, in our lives.



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**Hinnts**  
Idea to Product

**Design Thinking  
Workshop**

## WHO SHOULD ATTEND?

### Next generation innovators and leaders!

Design Thinking isn't a job; it's a methodology that can be used by anyone willing to change their mindset about problem solving, and also by anyone creating something new. The sessions led by experts are a good way to learn the concepts of Design Thinking and quickly put them to use.

**From our experience, we believe the individuals who would get the most benefitted:**

- Executives and senior leaders
- Innovation leaders and decision makers
- Designers and Architects
- Govt. officials and Educators
- Consultants and Strategists
- Engineers and Marketing Professionals
- Project Leaders and Managers

Organizations, schools, colleges, all benefit immensely and equally from our in-person workshops.

If you are Interested in learning more about our design thinking training workshop and how we might customize it for your organization, **please contact us!**

## WORKSHOP BENEFITS

### Different impacts in different organizations!

In order to thrive as an organization or as an individual, positive change and forward thinking are the most important factors. Over 50% of startups fail because there is no market need for their products and/or services. That's why the development of every new product or service must start with a deep understanding of your customers, and that's exactly what design thinking enables.

### **Take aways from workshop:**

- Understand fundamental principles and components of design thinking
- Learn new techniques for working together, idea generation and processing
- Find new ways of thinking about problem solving
- Experience a mindset-shift towards being more interactive and collaborative
- Learn new tools and techniques to use
- Learn how to evaluate financial viability of a new product or service
- Learn to empathize with customer to understand latent/hidden requirements

Participants will be awarded with a **certification of completion** by Hinnts.

## OUTLINE OF WORKSHOP

### Make design thinking simple & understandable

Each organization is unique and has different needs and expectations. We make the workshop customized for every organization and participants through research, conversation and using relevant examples.

### **1-day Introduction course**

- Fast paced, and highly interactive full day workshop
- Brief interaction session with few actual customers, gathering needs
- Apply Empathize, Define, Ideate, Prototype, Test phases to a specific challenge
- Exposure to tools such as 1-on-1 interviewing, personas, and rapid prototyping techniques
- Presentation at every stage

### **2-days Foundation course**

- In addition to 1-day introduction course
- Detailed interaction with customers for understanding the pain points
- Feedback at every stage for improvements

### **3/5 days Application course**

- In addition to 2-day foundation course
- Custom duration based on need and time
- Get customers/end users to test the prototypes and provide feedback
- Critique at every stage for 360 feedback
- Action Planning and Execution

