



Design Thinking Workshop

Define, Research, Innovate and Create

What is Design Thinking?

The Design Thinking is a globally recognized technique for designing a human-centered, innovative new products/ services or for solving critical problems. Global Fortune 500 companies have been strategically leveraging the Design Thinking technique and consistently growing business.

Key Benefits to Customers

- Immediate application. After getting trained in this technique, participants can rapidly start applying for the current product ideas they have in mind.
- Design Thinking can be applied to build innovative new products, progressing with start-up ideas, enhance customer-satisfaction, eliminate risks, and become competitive
- Great way for cross-functional departments of an organization to co-create and co-create innovative solutions to existing challenges and new products and services

Key Highlights

- Design Thinking includes innovation, strategy, empathy and gamification.
- Workshop participants from cross-functional teams are encouraged to take part
- Workshop will be facilitated by consultant with 30 years of industry, research experience and workshop facilitation skills.

“Ideally, design leads to innovation and innovation demands design. Innovation accounted for 9% of our net revenue.”

Indra Nooyi, ex CEO Pepsi*

Duration of the workshop

❖ 5 Day Workshop

1. [Workshop Days 1 & 2](#): Introduction, Problem Discovery and Research
2. Field Work Day 3: User requirements gathering
3. [Workshop Days 4 & 5](#): Ideation, Prototype, Usability Testing and Presentation

Workshop deliverable

- Facilitators will coach and mentor participants to build and deliver solution prototypes within 5 days (not just Power point presentation)

Contact details

Visit us:

www.dataeverconsulting.com

Write to us: info@dataeverconsulting.com

Customer Feedback

“The workshop was a great experience for students that imparted a flavor of professional project building. Dr. Sambath Narayanan is articulate and knowledgeable. He utilized the time very well and demonstrated intricate concepts with real-world examples”

-Prof. Karthik Seshadri, HOD, CS Dept. NIT Andhra

*<https://hbr.org/2015/09/how-indra-nooyi-turned-design-thinking-into-strategy>