

*Jignyashika*

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**DR. SUNDARARAMAN  
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# DESIGN THINKING MASTERY

## Workshop Details

### Design Thinking Overview

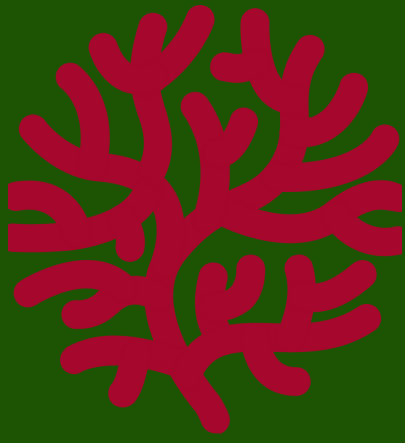
- Design Thinking refers to the cognitive, strategic and practical processes by which design concepts (proposals for new products, services, machines, etc) are developed. Design thinking starts with real empathy – putting yourself in your customer's shoes to understand problems and uncover new and unexpected solutions.

### Why Design Thinking Now?

- Today the new age technology has grown leaps and bounds and many start-up companies leverage the technologies to address business pain ares. But traditional companies have challenges on how take-up the digital transformation projects to come out with innovative products and services. The service providers also do not know have ready-made innovative solutions to offer. Design Thinking comes handy to solve this kind of wicked problems.

### Workshop Methodology

- Workshop would be conducted through interactive class room sessions using Slide decks, Multi-media Video Clippings, Case studies, Interactive Games, and other relevant props.



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### Course Content

- Introduction
- Empathy
- Definition
- Ideation
- Prototyping
- Testing
- Applications of Design Thinking

### Key Takeaways

At the end of the workshop, the participants will be able:

- To be aware of the changing economy
- To know the significance of innovation
- To understand the 5 step process of Design Thinking
- To empathize with the customers
- To come out with innovative ideas using structured approach
- To apply Design Thinking in the business