

Design Thinking For Students

In association with E&ICT Academy IIT Guwahati, we, at SkillGym, are launching an immersive live virtual program on Design Thinking that will not only help you find answers to above questions but also build a strong foundation to jumpstart your career or get bootstrapped with your idea.

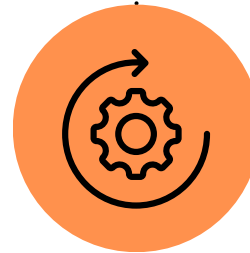
Then you've come to the right place !!



Do you've a unique & transformational idea but do not know how to bring it to life?

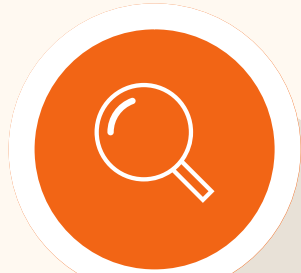


Are you a techie and would like to know how to use Technology to solve real world problems?



Are you passionate about learning new things such as design thinking, problem solving, etc. but do not know from where to begin?

Design Thinking Process



EMPATHIZE

The first stage is to gain an empathic understanding of the problem to be solved



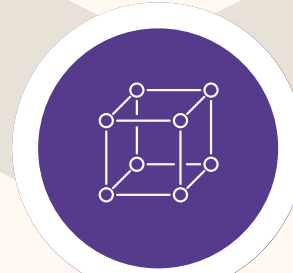
DEFINE

The information that has been collected during empathize stage is analyzed and synthesized to determine the core problem to be identified.



IDEATE

All ideas will be accommodated in order to solve the problems that have been defined at the defined stage.



PROTOTYPE

a number of low-cost, scaled-down versions of the product will be produced, or special features found in the product



TEST

Testing and evaluating the product to the public and the results will be made changes and improvements

Topics Covered

1 MINDSETS

Creative Confidence
Trust in your ability to come up with creative solutions to big problems and dive in.
Empathy
Step into someone else's shoes and start to solve problems from their perspective.
Embrace Ambiguity
Give yourself permission to explore so that the right answer can reveal itself.
Make It
Get ideas out of your head and into people's hands so you can learn from them and improve.
Learn From Failure
Experiment and prototype to learn what doesn't work, so you can learn what will.
Iterate, Iterate, Iterate
Keep testing, learning from, and evolving your ideas so you can get them just right.
Optimism
Embrace the idea that a solution is out there and that you can find it.

2 INSPIRATION

Desirable, Viable, Feasible?
Empathy
Frame Your Design Challenge
5 WHYS
Create a Project Plan
Build a Research Team
Audience Profiling Tools
Secondary Research
Interviewing Techniques
Group Interview
Expert Interview
Define Your Audience
Conversation Starters
Extremes and Mainstreams
Immersion
Analogous Inspiration
Peers Observing Peers

3 IDEATION

Download Your Learnings
Share Inspiring Stories
Top Five
Find Themes
Create Insight Statements
How Might We
Create Frameworks (Journey map)
Brainstorm
Brainstorm Rules
Bundle Ideas
Get Visual
Design Principles
Create a Concept
Co-Creation Session
Determine What to Prototype
Storyboard
Role Playing
Rapid Prototyping (Prototype)
Business Model Canvas
Get Feedback
Integrate Feedback and Iterate

4 IMPLEMENTATION

Live Prototyping
Roadmap
Resource Assessment
Build Partnerships
Ways to Grow
Framework
Staff Your Project
Funding Strategy
Pilot (MVP)
Define Success
Keep Iterating
Create a Pitch
Sustainable Revenue
Monitor and Evaluate
Keep Getting Feedback
GTM Strategy

Students registration:
<https://forms.gle/CqDRLXWhQj1pWJa1A>

- Training Duration 60 hours
- Course Fee 15000/-
- Batch start date : 14th July 2023
- batch timing: 09am to 01 pm
- Friday and Sunday

Contact details : +91 9966235680
email id:contact@skillgym.in
website: www.skillgym.in