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K. J. Somaiya College of Engineering, Mumbai-77
(Autonomous College Affiliated to University of Mumbai)

Training Report on Design Thinking workshop by Capgemini

Date of Conduction: - 7th April 2018

Participants: - B.Tech IT, B.Tech COMP Students.

Venue:- B-507

Time: - 9.30am to 5.00pm

Company Profile: - A global leader in consulting, technology services and digital transformation.

Trainer profile: - + 23 years' experience with 5 years in US (Viocom&JPMorgan Chase).

In Capgemini from 2003.

Extensive work in Database technologies and data warehousing.

Contents:

1. Introduction and Expectation setting
2. What is design thinking?
3. Define Empathy
4. Exercise in Empathy
5. Emails and other cores
6. Define Problem-Theory

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7. Exercise in defining problem

8. Ideate-Theory

9. Ideate-Exercise

10. Prototype- Theory

11. Prototype-Exercise

Design Thinking

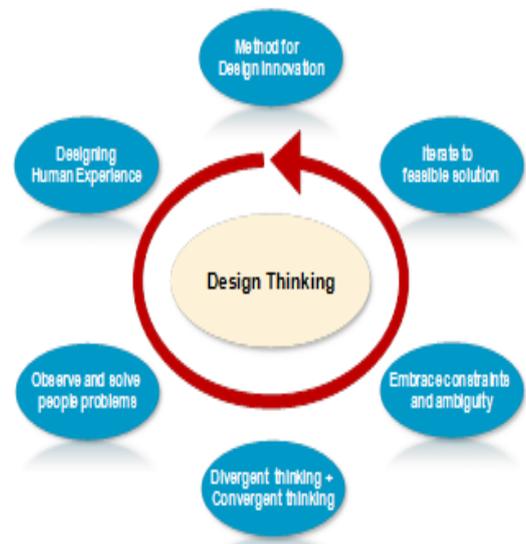
What is it?

Design Thinking as structured thinking

- Is a human centric approach for “**Designing Human Experience**”
- Follows a set of **principles** that help focus on areas of human pain points and helps improve experience
- Is “Divergent Thinking + Convergent Thinking”
- Provides a methodology to accelerate design innovation

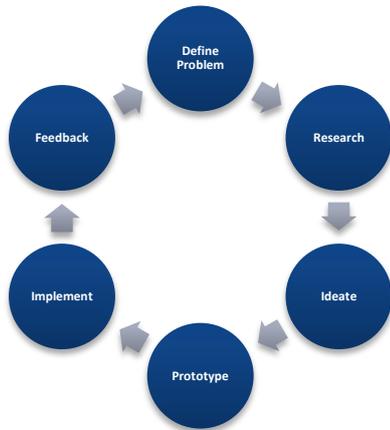
Design Thinking is **not a structure** but a systematic process framework to solve problems and create solutions through observation.

Design thinking process in Brief



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Define problem – Definition of, what problem need to be resolved? What needs to be achieved?

Research – Empathize with user or affected actors and collect background information around problem area or objective.

Ideate – Come up with various alternative ideas of potential solution.

Prototype – Create prototype to enable user to visualize and handle design concepts. Prototype can be process flow simulation, scaled down software proof of concept etc. Using user interactions, test prototypes and select one for implementation.

Implement – Implement prototype.

Feedback – After implementation, collect user views and challenges and iterate design process.

Design Thinking Key Concepts

<p>Empathy</p> <ol style="list-style-type: none">1. Solve people problems by observing keenly and interacting closely2. Reduce people pain points and uncover untold needs to enhance experience3. How can the senior citizens be enrolled for health insurance schemes at affordable premiums <p>"It is all about Human Experience"</p>	<p>Collaborate</p> <ol style="list-style-type: none">1. Brainstorm and co-create ideas from different perspectives within the team2. Arrange the building blocks to define possible solutions3. Creative ideas from diverse skilled and knowledgeable people <p>"It is all about divergent thinking from diverse perspectives"</p>
<p>Prototype</p> <ol style="list-style-type: none">1. Identify patterns in the given domain and build hypothesis2. Conceptualize and create multiple solution models leveraging existing analytical data sets3. Create a portfolio of prototypes <p>"It is all about convergent thinking based on existing data"</p>	<p>Iterate and Refine</p> <ol style="list-style-type: none">1. Implement proofs of concept to interact with the people2. Test prototype, incorporate feedback and move towards best fit solution3. Build business concepts for design execution <p>"It is all about Design Execution"</p>

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Potential Impact

Design thinking has wider implications on some of the following areas,

1. The discovery phase of application development process
2. Requirement management process
3. Business and operational process development
4. Organizational structure development.
5. Strategic areas like mergers and acquisitions activities.

Way Forward

1. It is important to create use cases implemented using design thinking. We will be creating point of views and descriptive design thinking implementation details on some of the impact areas defined above.
2. Designing tools to capture and synthesize data during brainstorm and co-creation phases.