

Experience Design Thinking and Co-creation: A Simulation

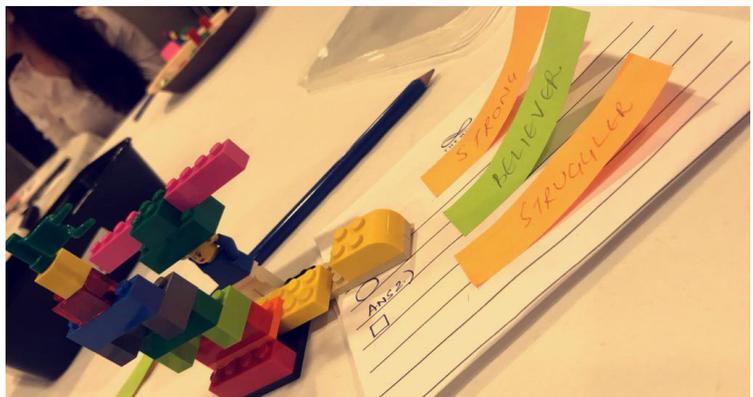
**Walk out in 150 minutes having
experienced the power of
Design Thinking**

“What can we create today that will be essential tomorrow?”

QGLUE in collaboration with world renowned Design Thinkers Academy, brings to you a unique simulation which shows participants tools and methods to align organizational and business models, culture and propositions with customer values and goals.

Simulation Overview

The simulation is based on combining the fundamentals of Design Thinking methodology and Business Model Canvas. It is a fun, high energy way to learn about the power of Design Thinking and Co-creation and integrating it to design a new venture.



Grouped in teams, participants compete through 9-stages.

Participants start off by putting down company values, defining unit economics and every participant receives a role that defines their function in the venture journey. The team is divided into the business side (Organisation) and the consumer side (end-user).

Each team gets to choose a challenge, after understanding the values and purpose the team members share. The teams choose the challenges, and then start solving and innovating towards that. Facilitators are present throughout the process to help guide the teams and answer any queries.

The teams then prototype a Minimum Viable Product (MVP) that innovates and solves for a real world need. The teams then pitch their MVP and business to everyone, with one clear winner announced at the end. The simulation is concluded with a debrief by the facilitators.

The simulation is based on combining the fundamentals of the Design Thinking methodology and Business Model Canvas. It's a great way to learn about the power of Design Thinking and Co-creation and integrate it to design a venture.

The Design Thinking Simulation at Stanford D. School



About QAI

QAI is a leading global consulting and workforce development organization addressing "Operational Excellence" in knowledge intensive service organizations.

A legacy spanning 20+ years and counting. QAI evangelized process improvement, operational excellence and quality in India and globally, by equipping organizations through deployment of best practices and processes.

QGLUE is the
design and innovation
venture of QAI.

QGLUE uses design to help businesses build services that people love and impact the world around us. Using human centered approach with robust methodology, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.

QGLUE aims to evangelize design and innovation that makes the world better designed and people happier.

Speak to our team at :

1800-3000-9111
customer_relations@q-glue.com

For more information
www.q-glue.com

QGLUE
A QAI Promoted Venture