



Where you
innovate, how you
innovate, and what
you innovate are
design problems.

- TIM BROWN

**IMMERSE YOUR
COMPANY IN THE WORLD
OF DESIGN THINKING**

CATALOG OF OFFERINGS

QGLUE
A QAI Promoted Venture

THERE ARE MANY WAYS
TO APPROACH AND SOLVE PROBLEMS

WE WILL EXPERIENCE THE

DESIGN LED

WAY

WHAT IS THE DESIGN LED WAY?

IT IS AN APPROACH FOR FINDING CREATIVE SOLUTIONS TO TOUGH BUSINESS CHALLENGES AND REQUIRES USER CENTRICITY AND MULTI DISCIPLINARY SKILLS.

AND FOR INNOVATION

IT'S A MINDSET

PARTIAL LIST OF ORGANISATIONS THAT ATTENDED QGLUE'S DESIGN THINKING WORKSHOPS

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GETTING STARTED WITH DESIGN THINKING

One-Day Workshop

01 Workshop Overview

Design Thinking is a process to help us prototype, create and innovate. Design Thinking helps shift mindsets: From a consumers mindset to a producers mindset. From an accepting mindset to a questioning mindset. From a passive mindset to an active and empowered mindset.

It is a method of problem-solving strategy wherein the data collected is expressed visually in order to create new strategies, ways and methods to solve problems, create opportunities or strengthen weaknesses.

03 Workshop Curriculum

Design Something! (Using Design Thinking)

The participants design something specific using the principles of Design Thinking while they are guided through the stages of the process (Empathize, Define, Ideate, Prototype, and Test).

Introduction to Design Thinking

What is Design Thinking; why it is extremely important; the history and evolution of the framework.

Underlying principles of Design Thinking

Deep-dive into the key principles of Design Thinking – like Human Centeredness, Problem Seeking, Collaboration, Action Orientation, and so on.

The Design Thinking Stages

Details of what happens in Empathize, Define, Ideate, Prototype, and Test stages (Stanford DT process model). Sharing of real-life case stories where these stages made a significant difference to the evolution of the product/service.

02 Workshop Takeaways

- Learn about the concepts behind this powerful new paradigm, how to apply it and when to apply it.
- Get your hands dirty by using some of the key tools of Design Thinking.
- Feel the impact of Design Thinking in various domains through the case studies.
- Uncover opportunities and hidden potential in your organization
- Learn the framework that helps build digital ecosystems.
- Align various stakeholders and leaders towards a single purpose.
- Create real business impact over sustained periods of time.
- Create a culture of design and empathy in your organization.

Current Scenarios to identify pain points

Current Journeys of personas and prioritization of focus areas.

Tools of Design Thinking

The most important tools of Design Thinking, like Empathy Maps, Journey Maps, User Personas, Mind Maps, etc., are covered with samples. The participants will also use some of these live in action.

Design Thinking and Agile and Lean/Six-Sigma

The relationship between Design Thinking and Agile and Lean/Six-Sigma are also explored.

Summary

Consolidation of the workshop; Key Players in Design Thinking; Some more real-life success stories.

Recognizing the need is the primary condition for design.

- Charles Eames

DESIGN THINKING TOOLKIT

One-Day Workshop

01 Workshop Overview

Large, established organizations as well as small, relatively new organizations are making significant shifts that put design much closer to the center of the enterprise. Organizations like IBM, Procter & Gamble, SAP, GE, Phillips, Citrix, and Infosys have heavily promoted the principles of Design Thinking for innovation and growth. Many start-ups (like Airbnb) are constantly using the principles of Design Thinking to quickly provide features and services that are useful to the end-user.

Design thinking is a set of formal methods and techniques for creative and practical delivery of solutions, with the intent of an improved future result. It is more solution-focused thinking – starting with a vision for a better future, instead of solving a specific problem. Design Thinking promotes systems thinking and takes a holistic approach putting the experience of human beings (users) at the center.

Leading educational institutions like Stanford, MIT and Harvard actively promote Design Thinking. Design Thinking has become a part of many management programs and has started percolating even to K-12 education in the USA.

02 Workshop Takeaways

You will learn about the set of tools and techniques that are widely used to implement Design Thinking concepts and practise using some of them in the course.

03 Workshop Curriculum

- Recap of Design Thinking
- Frequently used tools/ techniques in Design Thinking
- Stakeholder Maps
- Empathy Maps
- Exercise
- Applied Ethnography, User Observations, FGD, Surveys
- User Personas, User Stories
- Exercise
- Journey Maps, Mind Maps
- Exercise
- Other Tools
- Summary

Design is a solution
to a problem. Art is a
question to a problem.

- John Maeda

STRATEGIES FOR PARTICIPATORY CO-CREATION:

Two-Day Workshop

01 Workshop Overview

Designing products, services and internal processes has traditionally been a top-down, inside-out activity. However, in today's hyper-connected global environment, it has become necessary to use more progressive approaches such as design thinking for innovation and productivity. Competitive advantage can be captured via co-creation and iterative design.

The workshop, brought to you by QGLUE in collaboration with Your Story media, presents the 8 'Is' framework of design thinking: intent, insights, immersion, interaction, ideation, integration, iteration and intensification.

The workshop will also address cultural issues in design thinking, steps for sense-making, cross-disciplinary metrics, and useful resources for systematically harnessing design approaches.

Outcomes of design thinking include risk reduction, cross-functional synergy and effective innovation. Market leaders adopting this mindset have developed significant advantage via open innovation, customer-centric creativity and resilience to environmental disruptions.

02 Workshop Takeaways

- What are the dimensions of creativity in the context of business as compared to art?
- How have market leaders defined and implemented design thinking in their organisations using traditional design and co-creation?
- How should leaders and managers plan for a creative transformation of their business?
- How can design thinking be applied externally and internally, in products and services with focus on co-creation?
- What are the established tools and emerging models of design thinking in practice?
- What are success principles for agile design, human-centric products and services, effective processes for employees, and inspired customer communities?
- What are some metrics and maturity frameworks in design thinking application and evolution?

03 How the workshop will be conducted?

Each segment of the workshop will be divided into cycles of theoretical framework, case study, and group activity.

Participants will be encouraged to share insights from their own organisations, along with framing of current and desirable scenarios.

The presented material will be based on extensive publication record along with a literature review of latest trends and developments.

Case studies will be presented across a range of sectors.

The group activities will involve participants taking part in design scenarios to illustrate the principles of rapid prototyping, creative approaches, and iterative innovation.

If a picture is worth a thousand words, a prototype is worth a thousand meetings.

- IDEO.org

04 Workshop Curriculum

DAY ONE

Business Landscape : Shifts and Trends

- Learning to Plan creative transformation of business
- Applying design thinking externally and internally for products, processes and services

Tactics and Models of Design Thinking

- Framing and sensemaking
- Cross-functional synergies: divergence and convergence
- Learning by experimentation, iteration and pivots

Techniques and Tools

- Immersion, interaction, mapping

- Internal: integrating vision with participatory design
- External: ecosystem mapping and engagement
- Tools like empathy map, customer journey, trend maps, storytelling canvas, persona clustering, ideation games, value redefinition, customer immersion and humanisation of offerings shall be covered

Leadership Opportunities/Challenges

- Intellectual property and co-branding
- Cultural dimensions of design thinking: from scepticism to skills
- Metrics and maturity frameworks in design thinking application and evolution from local to global and vice versa

DAY TWO

Design for co-creation

- Ecosystem engagement models: innovation and start-ups
- Accelerators, design hackathons, makerspaces and more
- Community engagement for thought leadership

Capacity building for Design Thinking

- Personal knowledge management and journaling
- Internal communication: beyond the newsletter
- Resources and references

Metrics and maturity curves

- Categories of metrics: activity, process, knowledge, people, business
- Quantitative and qualitative measures
- Maturity frameworks: evolution of the design thinking journey

The Big Picture

- Megatrends revisited: compass and roadmap
- New frontiers: crowdfunding, reverse mentoring, Gen Next
- Wrap-up: how to launch your design thinking conversation on Monday morning!

SERVICE DESIGN THINKING

Two-Day Workshop

01 Workshop Overview

Service design is the activity of planning and organising people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between service provider and customers. The purpose of service design methodologies is to design according to the needs of customers or participants, so that the service is user-friendly, competitive and relevant to the customers.

While Design Thinking is about innovating and solving business problems, Service Design is about applying design thinking and design methodologies into providing services.

03 Workshop Curriculum

Introduction to Design Thinking for Services

Importance of service design in today's economy and principles of service design.

Writing the Problem Statement

Technique to identify and write the right problem statement

Understanding Stakeholders and Users

Business Goals and priorities, Vision Statement; Techniques to understand digital behaviour of consumers

Personas, Empathy Maps

Deriving Insights, Segmentation, and Techniques to create Persona and Empathy of Users

Current Scenarios to identify pain points

Current Journeys of personas and prioritization of focus areas

Ideation and Prioritization

Ideation tools and techniques

Future Scenarios and Moments of Max Impact

Visualize the future state and prioritize the "moments"

Prototyping

The goals of prototyping; Designing Prototypes

02 Workshop Takeaways

- Emerging decision makers build their expertise in this workshop with specific design tools and methods as well as understand the end-to-end human-centered framework.
- Uncover opportunities and hidden potential in your organization
- Learn the framework that helps build digital ecosystems
- Align various stakeholders and leaders towards a single purpose
- Create real business impact over sustained periods of time
- Create a culture of design and empathy in your organization
- Understand tools and techniques that are shaping the world today

Human-centered design is a philosophy, not a precise set of methods, but one that assumes that innovation should start by getting close to users and observing their activities.

- Donald A. Norman

BUILDING A DESIGNER'S MIND

Two-Day Workshop

01 Workshop Overview

Great design is not just about putting pixels (pX) on the screen, it's about putting great people's eXperiences (Xp). Nurturing the designer's mind is essential to building eXperience driven products. QGLUE|QAI in collaboration with Maestro presents a design mindset shift workshop. A designer's mind rooted in deep empathy is a delight to watch, as it takes on challenges to create a world of eXperiences.

Creating products is quickly becoming a team sport, for large enterprises. What we bring as the creator or as one of the co-creators of the product is extremely critical to the success of the product. Products created out of a designer's mind are likely to be more successful.

03 Workshop Curriculum

DAY ONE

Mastering Empathy: Getting deeper into the user's cognitive bias, mental models, conceptual thinking models, influences that the surroundings or the environment plays with the user, rejoicing how the user's mental map and psychology changes with the people that they interact.

Empathy can't just be a job, it's a passionate commitment that one makes to understand and perceive behaviours, emotions, choices and keen interest towards what makes us human. To get empathy, it is important to understand our brain & its workings better. Insights, perspectives and stories based on the research on neuroscience, neurogenesis and neuroplasticity would ignite the art of leveraging choice.

As you have a better grasp of yourself, your capacities and your possibilities. You are all set and ready to embrace deep empathy, behaviour models and choice constructs.

02 Workshop Takeaways

- Learn about the concepts behind this powerful new paradigm, how to apply it and when to apply it.
- Dirty your hands by using some of the key tools of Design Thinking.
- Feel the impact of Design Thinking in various domains through case studies.
- Uncover opportunities and hidden potential in your organization
- Learn the framework that helps build digital ecosystems.
- Align various stakeholders and leaders towards a single purpose.
- Create real business impact over sustained periods of time.
- Create a culture of design and empathy in your organization.

Child's Play: The experimental mind-set of shameless sketching, along with the idea mashup of synthesizing different experiences to craft a new one for the target audience. This module helps to form the connecting bond towards product teams and facilitates to shed inhibitions through shameless sketching. Through this module we look to foster team spirit. An interactive activity of shameless sketching on an idea or a product sets the stage for the next module.

Activity 1: 10 minutes of catharsis would introduce the participants on getting comfortable with chaos and using chaos towards creativity.

Activity 2: Shameless sketching on an idea or product.

DAY TWO

Director's cut: Have you perceived vulnerability as a strength? Have you ever seen vulnerability as a creative leadership trait? Did you know vulnerability promotes neurogenesis and neuroplasticity?

Great products require great questions; a questioning mind-set dispels the conclusionary myths of what a product should be.

Questions help to create a persona, a brand, a product or a service around the users.

- Do you have a conclusionary mindset or a questioning mindset?

- Are you comfortable with emotions?
- Can you craft a product that could evoke a specific emotion?
- How could we adopt a prototyping mindset to foster creativity?

Embracing emotional design requires the director's cut, like creating a movie yet delivering value through the product or service.

Activity 3: Role play as a curtain closure

04 Workshop Benefits

- At the end of the designer's mind workshop, participants would have a high awareness of their creative capacities.
- They would be able to synthesise their creative capacities towards product or service building.
- High team-synergies in a creative environment of trust and vulnerability would continue to build.
- Products or services created by such teams would be rich in eXperiences while striking the right emotional chord.

Design is the fundamental soul of human-made creation that ends up expressing itself in successive outer layers of the product or service.

- Steve Jobs

DESIGN THINKING: IDEATION PHASE

Two-Day Workshop

01 Workshop Overview

What is Ideation - Ideation is a process to challenge assumptions and create ideas for innovative solutions.

Stronger ideas generated in the Ideation phase would mean translating the entire Design Thinking – Discover and Design phase-findings into tangible results. But are the current Ideation tools capable of leveraging the strengths of Design Thinking? Or are we again falling into the same mind trap using another methodology? The current approaches to idea generation revolve around using tools and techniques like -

- Brainstorming
- Sketch storming
- Mind mapping
- Storyboarding
- Role playing
- Game storming
- SCAMPER
- Creative pauses and
- Co – creation workshops

02 Why Building and using Innovation Skills

- We are increasingly asked “to think out of the box” – but lack the guidance or the methodology to do so.
- Traditional approaches like focused brain storming helps us create many ideas but few actually solve the problem
- Innovation is a skill that can be learned and developed through practice
- It helps us to identify contradictions in problems faced and use a systems thinking approach to understand the interlinkages
- Helps us to discover solutions very close to ideality that is also practical and easy to deploy

Many of these problem solving tools have been used for decades for generating ideas. They are appropriate to generate multiple solutions, but how do you generate stronger solutions as close to the ideal one that enhances customer experience at the lowest cost and is innovative? Many of these above tools are not capable of triggering creative inspiration and increasing the speed of idea generation. Researchers have identified that they lack the ability to help individuals and teams build skills to overcome mental inertial.

A search for a robust and analytical tool ends at Innovation using TRIZ. It provides a potent blend of creativity and analytical approaches to get closer to ideality in solution thinking. A very good starting point is provided while creating the current Service Blueprint and the definition of the HMW - How Might We statements.

TRIZ Innovation focusses on understanding and formulating the contradictions at the core of the current Service Blue print. Having understood this as a chain of contradictions we can use the time tested inventive principles to create and discover innovative, implementable solutions.

03 Workshop Benefits

- Leverage Design thinking approach to generate stronger solutions
- Help participants to conduct Ideality thinking and problem solving
- Learn techniques on identifying and formulating a conflict
- Use Basic TRIZ Innovation tools to identify solutions and evaluate them

04 Workshop Curriculum

DAY ONE

- Design Thinking and Ideation phase
- How TRIZ helps in Innovation and problem solving
- Multi-screen diagram
- Ideality and Resource thinking
- Understanding current situation using ISQ
- Discovering Contradictions
- RCA+ - Root Conflict Analysis

DAY TWO

- RCA+ continued
- 40 Inventive principles for Business
- Contradiction matrix for Business
- Evaluation and selection of ideas using MCDM
- Introduction to the case study and expected outcomes
- Design Prototyping

Ideation is about shared invention. Attaching a single person to a single idea hinders collaboration and greatness.

- **Brendan Boyle**

PLAYSHOP™: SHIFTING MINDSETS

DESIGN THINKING WITH YOUR HANDS

Two-Day Workshop

01 Workshop Overview

A 'PlayShop'™ is a unique 2 day workshop brought to you by QGLUE|QAI in collaboration with Academy of Customer Experience consultancy that uses LEGO Serious Play (LSP) to lead innovation with your hands. The objective is to demonstrate the value of a hands-on, collaborative, iterative problem solving process that is increasingly being used by brands and businesses across industries. As a part of the [Play Think Transform] process, participants will also learn to creatively apply emerging trends and technologies in order to lead radical customer-focused innovation.

02 Why using Lego Serious Play bricks for Design Thinking?

Building quick prototype of ideas: Each team member creates the core model using the basic bricks and starts to add, enhance or modify it as creative thinking flows. This visual presentation contributes a complimentary understanding of the idea and modifies it during the storytelling process. Visualizing the ideas into a model eliminates the fear of failure as it is treated with a prototype that can be modified during the design thinking process.

Visualizing ideas in the 4D space: While the Lego bricks gather to build 3D models, moving these models and modifying them adds a fourth dimension, which is time. As the models change during the storytelling, the business scenario and innovative strategies are changed accordingly.

An open platform is used for everyone's contribution: This model is open for everyone to share ideas and contribute in making decisions. This collaborative scenario helps building with other's ideas and contributes to a better understanding to the challenges.

03 Workshop Curriculum

DAY ONE

- Brief walkthrough & introduction to Design Thinking concepts from across the world
- Future of Work is Play: Thinking with your hands using LEGO Serious Play
- A case study based application of Design Thinking using Lego Serious Play
- [Play 1] Empathy: Empathise with the Immediate Target Audience & End Users of the Problem
- [Play 2] Define: Explore and define the exact problem

DAY TWO

- [Think] Ideate: Evolving Ideas that matter
- [Systems Thinking & Landscape] Prototype the various Ideas
- [Transform] Validate: Validate the prototypes & create the priorities & roadmap of future action plan
- Myths around Design Thinking
- Do we still need Design Thinking as a specialization?

04 Workshop Takeaways

- Dynamic, collaborative and highly engaging workshop.
- Learn to build LEGO models & use proprietary canvases to communicate ideas.
- A playful format which produces a deeper, more meaningful understanding of the customer and facilitates purpose-driven innovation.
- Best-in-class case studies and examples across industries will be discussed.



CERTIFICATE PROGRAM IN DESIGN THINKING

**Two-Day Workshop
and continuous engagement and instruction
for 4-6 weeks thereafter**

01 Workshop Overview

People live in two worlds, Physical and Virtual, and both need to be understood for the right results. Design is not merely about how it looks but how it works. Design Thinking helps solve wicked problems and is the best tool to handle ambiguous situations.

This two-day program delves into the fundamentals of the Design Thinking approach by immersion in collaborative exercises, dynamic discussions, relevant readings, and quizzes. You will experience the power of Design Thinking concepts to create a path to innovation, unveil new possibilities, and make a greater contribution to your organization's future success.

Topics covered include fundamental principles of Design Thinking, the Design Thinking process steps, and awareness of some of the tools used in Design Thinking.

02 Workshop Takeaways

- Emerging decision makers build their expertise in this workshop with specific design tools and methods as well as understand the end to end human centered framework.
- Uncover opportunities and hidden potential in your organization.
- Learn the framework that helps build ecosystems
- Align various stakeholders and leaders towards a single purpose
- Create a culture of design and empathy in your organization
- Create real business impact over sustained periods of time
- Understand tools and techniques that are shaping the world today

03 Workshop Curriculum

DAY ONE

Importance of Design and What is Design Thinking

Importance of design in today's economy; Design Thinking Principles; What is meant by an "experience"

Writing the Problem Statement

Techniques to identify and write the right problem statement

Understanding Stakeholders and Users

Business Goals and priorities, Vision Statement; Techniques to understand behavior of consumers

Personas, Empathy Maps

Deriving Insights, Segmentation, and Techniques to create Persona and Empathy of Users

DAY TWO

Current Scenarios to identify pain points

Current Journeys of personas and prioritization of focus areas

Ideation and Storyboarding

Ideation and Storyboarding tools and techniques

Deriving Goals from Ideas

Identify Business goals through prioritization techniques

Future Scenarios and Moments of Max Impact

Visualize the future state and prioritize the "moments"

Prototyping

The goals of prototyping; Designing Prototypes

04 Post Workshop Engagement – Applying the learnings in a real world scenario

To further reinforce and implement their learning's, participants work on a real world business problem under the mentorship of a QGLUE Designer in Residence.

This will be made possible via Skype/Conference calls and regular follow ups, in a period of 4-6 weeks post the workshop.

The participants will undergo the following stages:

1) Identify and Review the real world problem statement

The participants in conjunction with the Design Coach identify a real world, complex problem and work through the identified Problem, reframe as necessary and elevate the problem to represent human needs beyond the technological or business needs.

2) Field Research and Synthesis

The team go on the field and learn about user's motivations, concerns, inhibitions and their needs. The Design Coach reviews the approach and offers methods to extract insights from realms of data collected.

3) Ideating and Building Customer Journeys

Ideation is a change of mindset, judgment free thinking, responding and a sense of collaboration with other participants. It is essential we see solutions in the form of journeys. This allows for a broader canvas and a holistic view and allows for comparison between what is and what should be.

4) The 3 P's – Prioritisation, Prototyping & Presentation

Creativity and holistic thinking allows for lofty ideals and ideas, it is essential these are prioritised, prototyped and tested on the practicality of implementation. Present findings and solutions to the Design Coach.

Immerse your
company in the World
of Design Thinking.

Receive QAI | QGLUE Certificate on
successful completion.

INNOVATION FOR BUSINESS

Two-Day Workshop

01 Workshop Overview

- The 2 day workshop focusses on learning TRIZ skills to solve business problems and is aimed at senior organisation members who are have ability to initiate and nurture change in their organisation.
- Program object is to equip participants with skills to solve business problems innovatively and go with solutions at the end of the session.
- It is necessary that all team members either individually or in groups of three identify a business problem to be investigated and resolved using the innovation principles.
- Basic Innovation tools and methodologies will be learnt using case studies and exercises and then deployed by the teams.
- The candidates attending the program will get a participation certificate after submitting a response to the case that is assigned during the program.

03 USPs of the QAI program

- Focused on application of Basic TRIZ Innovation to Business environment only.
- Case studies and examples are related the organization processes and business so that participants can easily relate to.
- Structured process to drive innovation to solve problems is elaborated which is time tested across organizations globally.
- One month guidance support post completion of the program for completion of the case study shared.
- QAI will issue certificates to participants who are able to work on the selected case successfully

02 Why Building and using Innovation Skill?

- We are increasingly asked “to think out of the box” – but lack the guidance or the methodology to do so.
- Traditional approaches like focused brain storming helps us create many ideas but few actually solve the problem
- Innovation is a skill that can be learned and developed through practice
- It helps us to identify contradictions in problems faced and use a systems thinking approach to understand the interlinkages
- Helps us to discover solutions very close to ideality that is also practical and easy to deploy

04 How will the program benefit the participants and the sponsoring organizations?

- Help participants to conduct Ideality thinking and problem solving
- Learn techniques on identifying and formulating a conflict
- Use Basic TRIZ Innovation tools to identify solutions and evaluate them

05 Workshop Curriculum

DAY ONE

- Introduction to Business Innovation
- How TRIZ helps in Innovation and problem solving
- 9 Window diagram or Multi screen diagram
- Ideality and Ideal solutions
- Resource thinking
- Perception mapping
- Understanding current situation
- Contradictions
- RCA+

DAY TWO

- RCA+ continued
- 40 Inventive principles for Business
- Contradiction matrix for Business
- Evaluation and selection of ideas
- Introduction to the case study and expected outcomes

The designer does not begin with some preconceived idea. Rather, the idea is the result of careful study and observation, and the design a product of that idea.

- Paul Rand

INTRODUCTION TO DESIGN THINKING AND PROBLEM SOLVING

One-Day Workshop

01 Workshop Overview

The one day workshop is conducted in two phases. The first half is focused on the introduction to the Design Thinking methodology, the basic skills and an introduction of the basic Design Thinking tools. Also taken in this module are various examples and videos of specific applications of these tools and techniques.

The second half is focused towards experiencing and implementing various Design Thinking and Ideation tools to solve for a Business Problem Statement relevant to the organisation in groups of 5 to 6 members each.

02 Workshop Takeaways

- Cross-Pollination of Ideas Across Disparate Teams
- Introduce a culture of Learning by Doing
- Use Design Thinking tools to unleash collaborative problem-solving
- Have a neutral meeting point for provocative discussions and ideation

03 Workshop Curriculum

Phase 1: Introduction to Design Thinking

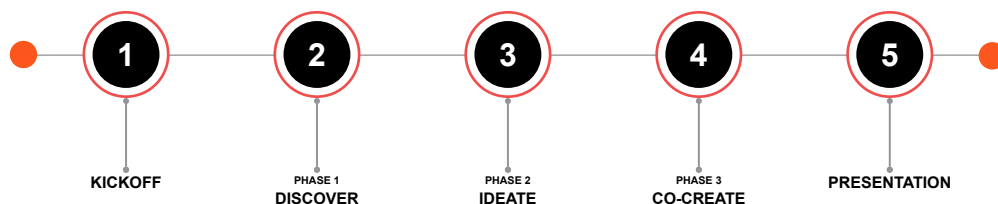
In the first half of the workshop the Design Coach will provide an overview on the Design Thinking approach and its applications in related areas. Also the tools and techniques used in Design Thinking are explained in detail

- **Introduction to Design Thinking:** What is Design Thinking; why it is extremely important
- **Underlying principles of Design Thinking:** Deep-dive into the key principles of Design Thinking – like Human Centeredness, Problem Seeking, Collaboration, Action Orientation, and so on
- **The Design Thinking Stages:** Details of what happens in Empathize, Define, Ideate, Prototype, and Test stages (Stanford Design Thinking process model). Sharing of real-life case stories
- **Tools of Design Thinking:** The participants will also use some of the most important tools of Design Thinking, like Empathy Maps, Journey Maps, User Personas, Mind Maps etc. live in action

Phase 2: Implementing Design Thinking Tools

In the second half of the workshop each team is allocated a problem area to work on. A team will consist of 5 to 6 members and will be kicked off by the Design Coach who will elaborate the importance of applying the tools and techniques learnt. This method essentially consists of three phases- Discover, Ideate and Co- create.

Experience Path for Design Sprint





KICK OFF

Setting context & Inspiration

Agenda information and Overall Instructions
from Coach from QGLUE

Participants and teams discover courseware
assisted by the team coaches



DISCOVER

Introduction to problem statement and some
initial views

Provocation to the future state

Prioritization of the problem statement

Coach introduces the Ideate Phase



IDEATE

Idea Generation

Concept Development

Prioritization of concept

Coach introduces the Co-create Phase



CO-CREATE

Improve story board and create prototypes

Feedback

Iterate and Showcase

DESIGN YOUR OWN STARTUP: A SIMULATION

Duration: 150 minutes

“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

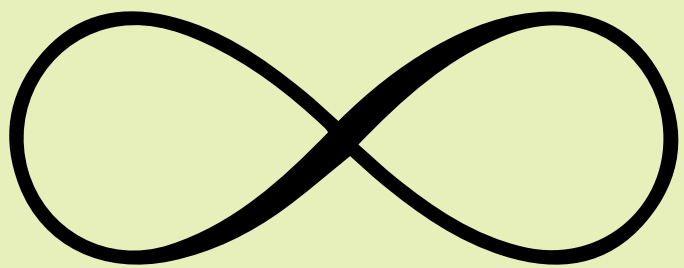


HAS IT WORKED BEFORE?

YES! MOST OFTEN,
AND SOMETIMES IT FAILS.

BUT,
WHO'S COUNTING?
AREN'T THE QUANTUM BREAKTHROUGHS
WORTH THE MANY ATTEMPTS,
THE MANY FAILURES?

**RE THINK
RE IMAGINE
RE VALIDATE
RE BUILD
RE DO
RE IDEATE
RE CREATE**



About QAI

Founded by William Perry, USA in 1980, QAI is a transnational consulting company facilitating quality and process improvement in organizations worldwide. With presence in 30 countries and 700 successful client journeys, QAI has evangelized process improvement, operational excellence and quality in India and globally.

About QGLUE

QGLUE is the design and innovation arm of QAI. It brings a unique Design and Innovation led human-centred approach to building products, services and businesses – making future living better with happier people. QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.

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