



Introduction to Design Thinking workshop

FOR STUDENTS

Design Thinking is a methodology that is fast becoming a mainstay in innovation and business strategy all around the world. Centered on creativity, empathy and putting user needs at the heart of the problem, Design Thinking is seen as an important tool for driving innovation and sustained business growth.

Our 2-day Introduction to Design Thinking Workshop focuses on giving students an introduction to the process of creative idea generation and a user-centered design approach to problem-solving. Participants can expect to leave with a strong appreciation in the value that design thinking can bring to their life.

Facilitated by ISB & industry design experts, the workshop will be run in an intimate studio type environment with personal interaction time with facilitators and hands-on exercises that will help participants better understand the tools and processes used in Design Thinking.

Workshop Details

Day 0

3.0 Hours

- ⊙ Introduction to Technology Entrepreneurship Programme
- ⊙ Introduction to Design Thinking and (HCD)
- ⊙ Introduction to the facilitators
- ⊙ HCD phases
 - Inspiration – Empathy and discovery
 - Interpretation – Synthesis and synthesis framework
 - Ideation – Brainstorming and evaluation
 - Prototype – Story telling through prototypes
 - Refinement – What next

Day 1

9.0 Hours

- Introduction to the Inspiration phase
- Goals
- Techniques
- ⊙ Identify teams and team formation
- ⊙ Break
- ⊙ Field visit activity
- ⊙ Lunch break
 - Introduction to Synthesis phase and set goals
 - Share stories and identify themes
 - Extract key insights and opportunities
 - Create framework and design principles
- ⊙ Synthesis and opportunity identification activity

Day 2

9.0 Hours

- Introduction to Ideation stage and set goals
- ⊙ Brainstorming and conceptualization activity
- ⊙ Break
- ⊙ Introduction to Prototype stage and set goals
 - Make full scale prototypes
 - Create experience prototypes
- ⊙ Prototyping activity
- ⊙ Lunch break
- ⊙ Prototype presentation
- ⊙ Q&A and feedback

Material Requirement

Student	College
Post – It notes 2x3 1 set	Projector with pointer
Post- It page marker 4 colours 1set each	White board 4Nos
Sketch Pens all colours 1set	White board markers 4 colours 10 sets
Eraser & Pencils	Flip chart pads 10 sets
	A4 Sheets 2 bundle
	Poster colour(or some equivalent – 10 sets
	Sandpapers – 10 Nos
	High density thermocol blocks 1 for each team – 10Nos
	Glue 10Nos
	Scotch tape 10 Nos
	Modeling Clay – Multiple colours 10 sets
	Hand or collar mic if possible
	Sharpies 4 colours 10 sets
	Box Cutters – Large & Small 10
	Mount boards or brown boards – full size 10
	Scissors 10