

# INFOSOFT IT SOLUTIONS

**Training | Projects | Placements**

Revathi Apartments, Ameerpet, 1<sup>st</sup> Floor, Opposite Annapurna Block, Infosoft It solutions,

Software Training & Development Institute, +91 - 9059683947 | +91 - 9182540872

## **DESIGN THINKING COURSE CONTENT**

### **Introduction of Design Thinking**

Importance of design

Design Thinking Principles

what is meant by a “digital experience”.

### **Design Thinking Tools and Techniques**

Brain Dumps

Value Proposition Canvas

HMW Questions

Affinity Diagrams

Empathy Mapping

Mind Mapping

Brainstorming

Journey Maps

Prototyping

Storyboards

Cause and Effect Diagrams

Interviews

Direct Observations

## **Understanding Stakeholders and Users**

Business Goals and priorities

Vision Statement

Techniques to understand digital behaviour of consumers

## **Applied Creativity - Product Concept Generation**

Invention, innovation, and creativity

Example: YCC concept car

Great ideas

Brainstorming common rules

Research on brainstorming and creativity

Concept sketches and sketch modeling

Concept generation process

External and internal search – brainstorming

Concept generation – example of combining ideas

Concept of down selection

## **Design Thinking Skills**

Creativity

Thinking Out of the Box

Contextual Thinking

Expression

Visual Thinking

Emotional Intelligence

Pattern Recognition

Asking Right Questions

Concretization

People desirability

Business viability

Technical feasibility