

## DESIGN THINKING & CREATIVE THINKING

(4 days - Workshop – FDP - Proposal)

"Creativity is seeing what others see and thinking what no one else ever thought." - Albert Einstein

Creative people are ***Inspired People!***

The creative process is one of the most complex and beautiful parts of being human.

Being creative helps us understand ourselves and the world. It's a natural part of human expression that we should all value and cultivate.

We must make sure that we are as *inspired* as possible by surrounding ourselves with the right people, knowledge, places, and resources. Simply reading other people's insights on creativity is an integral part of staying *inspired*.

We need to bounce ideas off of each other and create a community around inspiration and creative endeavours.

[Creativity is a process of refinement](#)

"Art is the elimination of the unnecessary."

"Art is chaos taking shape." - Pablo Picasso

"The creative adult is the child who survived." - Ursula Le Guin

A true sign of intelligence is allowing the 'child within' to come out and play and understanding the value in this child-like point of view. Making the results transform into something Simple, Beautiful & Powerful utility.

### Course Objectives:

"The main tenet of design thinking is empathy for the people you're trying to design for. Leadership is exactly the same thing – building empathy for the people that you're entrusted to help." -David Kelley

- ❖ The curriculum covers the entire framework of the 'Design Thinking & Creative Thinking' process.
- ❖ Participants build an understanding of the user's need by engaging in empathetic interactions, creating and testing rapid prototypes, and structuring important building blocks of a business case.



## Day 1:

"Create with the heart; build with the mind." - Criss Jami

"The creative process is a process of surrender, not control." - Bruce Lee

Often, the secret to creativity lies in the subconscious. By *learning to surrender*, we let go of rational thinking and the conscious mind to discover the gold that lies deeper within ourselves.

Overview of Design Thinking • Identifying an Innovation Challenge • Needs Finding • Identifying Assumptions. Identifying Assumptions • Observation Plan • Observation Techniques

*"Great things are done by a series of small things brought together."* - Vincent Van Gogh

## Day 2:

"The worst enemy to creativity is self-doubt." - Sylvia Plath

Self-doubt doesn't need to be an enemy of creativity, though, if you acknowledge that self-doubt is absolutely normal - even the best creators experience it! The key is to put yourself out there anyway.

You've got to be friends with your self-doubt, isn't it?

Just acknowledge & be equanimous with it that it's there, don't beat yourself up about it, & just carry on creating.

Process of Ideation & Rules of Brainstorming • Brainstorm Facilitation • Advanced Brainstorming Techniques.

Introduction to Prototyping • Prototyping Techniques • Testing Prototypes.

*"We spend a lot of time designing the bridge, but not enough time thinking about the people who are crossing it."* -Dr. Prabhjot Singh

## Day 3

"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

Techniques of Testing & Minimum Viable Product (MVP) • MVP Testing and Iteration Process. Business Model Canvas (BMC) • Business Case Canvas (BCC)

*"Simplicity is the ultimate sophistication." - Leonardo Da Vinci*



#### **Day 4:**

"It's not 'us versus them' or even 'us on behalf of them.' For a design thinker it has to be 'us with them'" -Tim Brown

Creative Thinking Process. Making Sense of Observations and Consumer Insights. Case Studies: **Product Design – Paper Boat**

**Retail Design - IKEA**

**Human Centered Design - The Vistara Experience**

*"We can't solve problems by using the same kind of thinking we used when we created them." -Albert Einstein*

**Trainers: Dr. Ramki & Mr. Rajeev Chawla**