

# Design Thinking Practitioner Program



8 weeks virtual journey  
with Capstone project



10 coaching sessions



Completion Certificate





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# »»» LEARNER BENEFITS

## MASTER THE CRAFT

- Cultivate an innovation-focused mindset and skillset.
- Real-world capstone project with minimal guidance.
- Collaborate with peers and engage in action learning.

## LEARN FROM THE BEST

- World's Leading Design Thinking Coach
- 19+ Years Of Experience
- Former Design Thinking Practice Head in KPMG, India

## AMPLIFY YOUR IMPACT

- Empower your career with advanced thinking tools.
- Unlock fresh opportunities with innovative approaches.

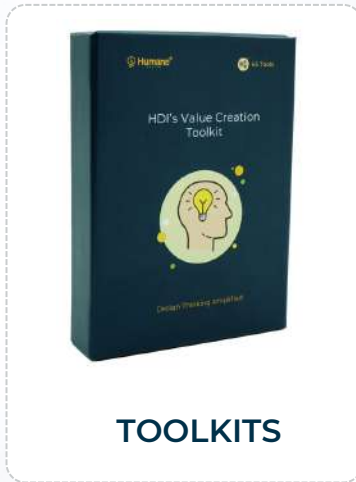
## PROPEL YOUR CAREER

- Access HDI's proprietary toolkit and templates.
- Gain certificates validating your expertise.

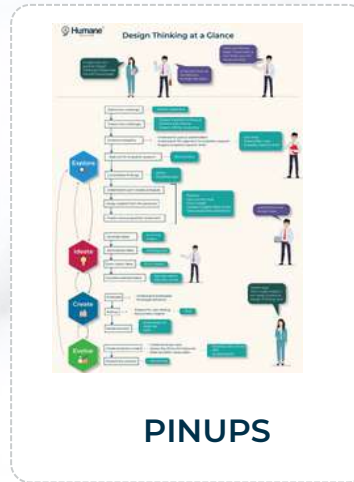
## NETWORK FOR EXCELLENCE

- Connect with peers, enriching your network.
- Benefit from diverse class profiles.
- Enjoy lasting community perks.

## THE HDI EXPERIENCE



TOOLKITS



PINUPS



PLAYKIT



PLAYBOOK

## GLIMPSES OF WORKSHOPS





## OVERVIEW OF DT



Design thinking is a human centered approach to finding problems & then applying experimental methods to solve them creatively.

Over the past few decades, the application of design has expanded from designing products to designing services to now designing the thinking process of people. It helps people & organizations become more empathetic & agile in delivering functional & emotional value to their customers. Embracing the principles of design thinking enables a culture of faster experimentation & innovation.

Organizations that have invested in making design as their culture, have been able to deliver 211% more returns to their investors.

Source DMI\*



# HOW WILL DESIGN THINKING HELP YOU?

## Empathize with your audience

Empathizing with your audience will make problem-solving process meaningful & help you become more dedicated to achieving an impactful, long-term solution.

Visualizing will allow you to see relations & reveal key themes & patterns while solving a critical business problem.

## Visualizing the problem

## Challenge common assumptions

Question everything approach will help you break down Common Assumptions & norms to begin devising out of the box ideas instead of limiting your ideas

Turning a negative statement into positive & vice versa will help you see problems in a new light and decide what to prioritize instead of getting discouraged about major roadblocks

## Reverse your thinking

## Embrace risk and failure

Try to be comfortable with risk & failure because, it's only when you accept & embrace the possibility of failure that you can create truly ground-breaking ideas and solutions.



# PROGRAM JOURNEY

8 weeks virtual  
journey with  
Capstone  
project



# »»» INTRO TO MODULES

## MODULE 1

### Introduction to Design Thinking

#### *Outline*

- Introduction
- Understanding Design
- Understand Design Thinking
- Understanding a Designer's mindset
- Secret ingredients of Design Thinking
- Explore
- Ideate
- Create
- Evolve

#### *Application*

- Case study discussion on elements of Design Thinking
- Reflection exercise

## MODULE 2

### Explore – Consumer needs & insights

#### *Outline*

- Introduction to design challenges
- Framing & dissecting a design challenge
- User segmentation & stakeholder mapping
- 3 step empathy approach
- Understand empathy research tools
- Empathy planning & research brief
- Draw insights using in-sighting tools
- Frame insights
- Make insights actionable through value proposition statements

#### *Application*

- Case study discussion on elements of Design Thinking
- Reflection exercise



# »»» INTRO TO MODULES

## MODULE 3

### Ideate – Applied Creativity

#### *Outline*

- Introduction to the ideation culture
- Generate solution ideas
  - Green housing
  - Maturing ideas
  - Wild ideas
- Prioritizing solution
  - Phase 1 prioritization
  - Phase 2 prioritization (D-V-F)
  - Visual Thinking
  - Basics of sketching
  - Big idea sketch

#### *Application*

- Apply various phases & tools to ideate human centered solutions

## MODULE 4

### Create – Prototype, Test & Refine

#### *Outline*

- Introduction to prototyping
- Prototyping products & services
- Test to learn
- Iterate to refine

#### *Application*

- Live case study: Apply various phases & tools to create prototypes & test them with real users

# »»» INTRO TO MODULES

## MODULE 5

### Evolve – Business Model Design & Economics

#### *Outline*

- Introduction to business acumen
- Business model design
- Design economics

#### *Application*

- Live case study: Apply various phases & tools to evolve business model & evaluate potential returns on investment from the business model

## MODULE 6

### Storytelling – Write Purpose driven Business stories

#### *Outline*

- Introduction to storytelling
- The story structure
  - The higher purpose
  - The ask
  - The return

#### *Application*

- Live case study: Apply various phases & tools to create inspiring investor pitch for the design & business model

# »»» INTRO TO MODULES

## MODULE 7

### Scaled design – Driving Innovation as an Organizational Culture

#### *Outline*

- Introduction to scaled design
- Design-driven strategy – Key principles
- The organization value cycle
- The 6-piece organization innovation canvas
- Design & execution strategy

#### *Application*

- Case study: Scaling design-driven innovation to transform an organization
- Activity: Design your organizations innovation canvas

## CAPSTONE PROJECT: REAL-WORLD PROBLEM SOLVING

The Capstone Project spans 6 weeks, offering participants a hands-on chance to put workshop skills into action. Explore, Ideate, Create, Evolve, and Present phases foster collaboration, experience, and showcasing.

#### *Outcome*

- Showcase the Journey and Solution through a Presentation and Demonstration.
- Earn a Certificate of Completion, Reflecting Project Performance and Presentation.
- Apply Design Thinking Principles and Problem-Solving Skills Practically.

# >>> CERTIFICATE

Upon successful completion of the course, participants will be awarded a certificate.



## »»» FACILITATOR

Ajay Aggarwal was the founder of the Design Thinking & Innovation practice at KPMG in India. His professional career spans across various roles in advisory, product & service design, digital user experience using tenets of Design Thinking, customer journey, personas etc. sales, business development and training.

He was instrumental in crafting Design Thinking toolsets for various organizations.

He has spoken in various conferences on Design Thinking, innovation and customer experience.

He has published many researches and written point of views on design, innovation and creativity.

Writing, teaching, sketching and mentoring start-ups are some of his passions.



## Ajay Aggarwal

World's Leading Design Thinking Coach

19+ Years Of Experience

Former Design Thinking Practice Head in KPMG, India

Mentored

**100+**

Design innovation projects

Led

**100+**

Design Thinking workshops

Trained

**4k+**

Design Thinking and innovation learners



## »»» ABOUT HDI

Humane Design is design and innovation consulting firm specializing in the spaces of Design Thinking, Innovation and creativity, Digital design, Product and packaging design. We use our bespoke innovation methodology and tools to help deliver desired level of designs to our customers. Humane Design is a diverse group of business consultants and



designers who firmly believe in human ethos and strive to be the preferred choice for our customer by delivering innovation. Our team comprises of people from leading business and design schools and have experience of working with various leading brands in the industry.

## »»» SUCCESS STORIES



### GLOBAL FMCG

**INR 984 CR**  
Annual Revenue  
Impact



### NBFC

**INR 134 CR**  
Annual Revenue  
Impact



### GLOBAL BANK

**INR 30 CR**  
Savings

## »»» TESTIMONIALS

Ajay is exceptional when it comes to client centricity. He has the unique skill to intuitively & rationally understand the stated & unstated needs & design a holistic journey which achieves the desired result. Have worked with Ajay to create Design Thinking practice at LTTS. Which we have been able to institutionalize & leverage as an organization. Ajay is a pro when it comes to Design Thinking & champions it. Would strongly recommend him for an organization which wants to embark on the Design Thinking journey.

**Sonal Vaidya,**  
Global Head OD & Effectiveness at  
L&T Technology Services



**Manju Gurnani,**  
Senior HR Manager, SPHRi Senior  
Professional in Human Resources -  
(SPHRi HRCI)

Master of Design Thinking methodology. I have gone through a design thinking learning in xlri from Ajay and it has really helped me to solve my current work place problems. I would appreciate his dedication, experience and energies in helping so many companies working with them as consultant and giving them solutions. I liked the empathy he carried while conducting the class and keeping all of us well engaged. I would recommend him for his 100% dedicated skills for teaching us and also helping so many companies as consultant by applying design thinking and resolving their problems.

## >>> CONTACT US



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