

Design Thinking

Design thinking is a structured methodology used by designers to develop and deliver products, services and experiences that address latent human needs. By adopting design thinking principles, businesses can develop low cost working prototypes for various needs and test them in real time. Design thinking can be applied to complex problems that are difficult to decipher. Using design thinking, organizations could transform their cultures to become more innovative, which is likely to have a positive impact on their top line and bottom line.

Who should attend?

This course can be attended by professionals (mid-senior level) from across domains and industries.

Benefits

Apply Design Thinking concept as a way of life

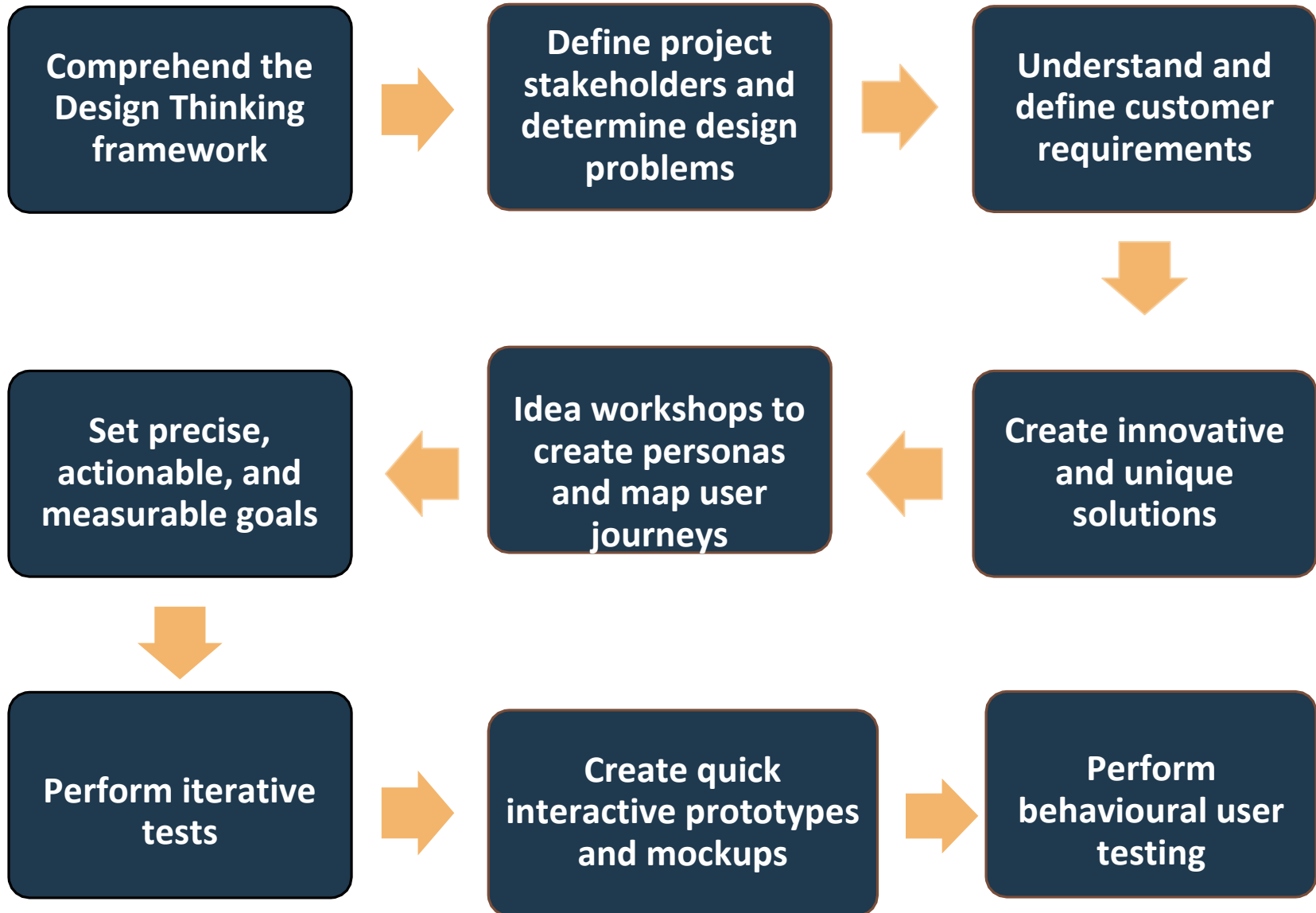
Work in a team to visualize and design a possible new product or service and assess the market, business and technical merits/demerits of the concept

Listen to the customer — empathies to understand hidden/latent needs

Evaluate financial viability of a new product or service

Measure risks involved in design assessments

Course Outline



Prerequisites for the EXAM

- None

Note:

Softcopy of Mark sheets & certificates will be downloadable from the EI's site within 15 & 30 days respectively

Exam Details

- The exam consists of 60 multiple-choice questions
- The duration of the exam is 90 minutes
- The pass mark is 65% (39 questions)
- Refer: Examination Process

