K. J. Somaiya College of Engineering, Mumbai-77
(Autonomous College Affiliated to University of Mumbai)

Training Report on

Design Thinking workshop by Capgemini

Date of Conduction: - 7th April 2018

Participants: - B.Tech IT, B.Tech COMP Students.

Venue:- B-507

Time: - 9.30am to 5.00pm

Company Profile: - A global leader in consulting, technology services and digital transformation.

Trainer profile: - + 23 years' experience with 5 years in US (Viocom&JPMorgan Chase).

In Capgemini from 2003.

Extensive work in Database technologies and data warehousing.

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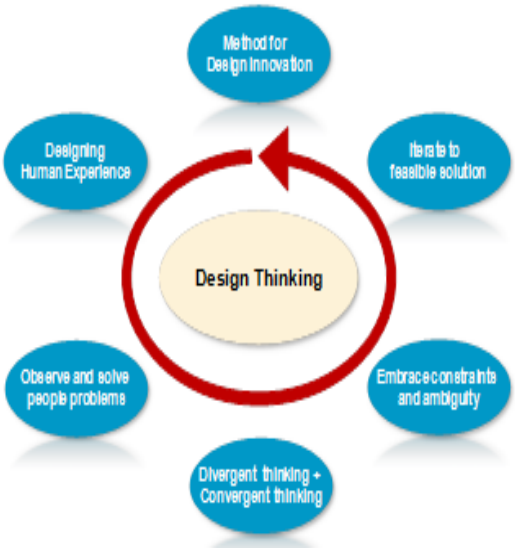
7. Exercise in defining problem
8. Ideate-Theory
9. Ideate-Exercise
10. Prototype- Theory
11. Prototype-Exercise

Design Thinking

What is it?

Design Thinking as structured thinking

- Is a human centric approach for "**Designing Human Experience**"
- Follows a set of **principles** that help focus on areas of human pain points and helps improve experience
- Is "Divergent Thinking + Convergent Thinking"
- Provides a methodology to accelerate design innovation



Design Thinking is **not a structure** but a systematic process framework to solve problems and create solutions through observation.

Design thinking process in Brief

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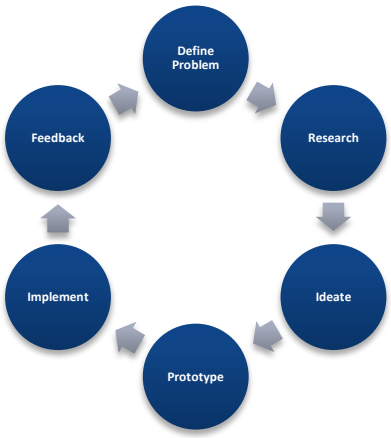


Define problem – Definition of, what problem need to be resolved? What needs to be achieved?

Research – Empathize with user or affected actors and collect background information around problem area or objective.

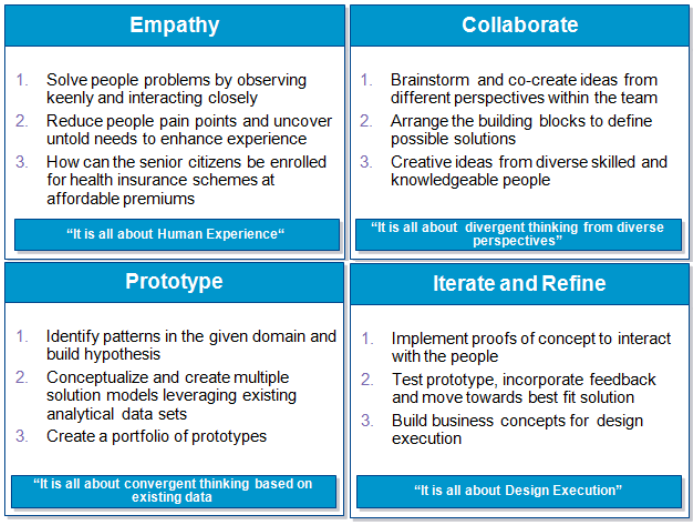
Ideate – Come up with various alternative ideas of potential solution.

Prototype – Create prototype to enable user to visualize and handle design concepts. Prototype can be process flow simulation, scaled down software proof of concept etc. Using user interactions, test prototypes and select one for implementation.

Implement – Implement prototype.

Feedback – After implementation, collect user views and challenges and iterate design process.

Design Thinking Key Concepts



Potential Impact

Design thinking has wider implications on some of the following areas,

1. The discovery phase of application development process
2. Requirement management process
3. Business and operational process development
4. Organizational structure development.
5. Strategic areas like mergers and acquisitions activities.

Way Forward

1. It is important to create use cases implemented using design thinking. We will be creating point of views and descriptive design thinking implementation details on some of the impact areas defined above.
2. Designing tools to capture and synthesize data during brainstorm and co-creation phases.