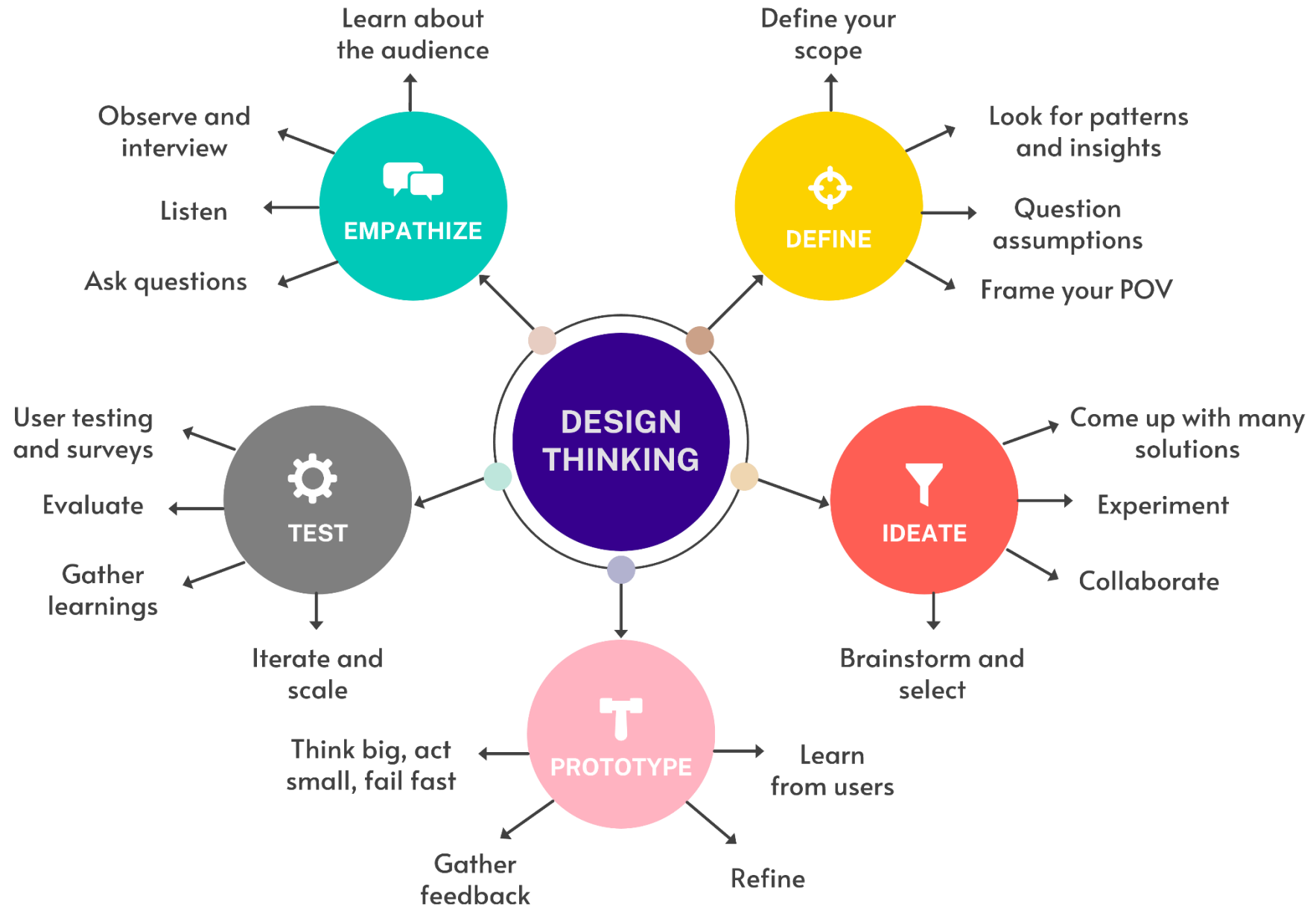


## DESIGN THINKING – READY RECKONER

STAGE 1: EMPATHISE	PHASE 2: DEFINE	PHASE 3: IDEATE	PHASE 4: PROTOTYPE	PHASE 5: TEST
<p>Empathy provides the critical starting point for Design Thinking. The first stage of the process is spent getting to know the user and understanding their wants, needs and objectives. This means observing and engaging with people in order to understand them on a psychological and emotional level. During this phase, the designer seeks to set aside their assumptions and gather real insights about the user.</p>	<p>The second stage in the Design Thinking process is dedicated to defining the problem. You'll gather all your findings from the empathise phase and start to make sense of them while having a Systems Thinking approach: what difficulties and barriers are your users coming up against? What patterns do you observe? What is the big user problem that your team needs to solve? By the end of the define phase, you will have a clear problem statement. The key here is to frame the problem in a user-centered way.</p>	<p>With a solid understanding of your users and a clear problem statement in mind, it's time to start working on potential solutions. The third phase in the Design Thinking process is where the creativity happens, and it's crucial to point out that the ideation stage is a judgement-free zone! Designers will hold ideation sessions in order to come up with as many new angles and ideas as possible. Towards the end of the ideation phase, you'll narrow it down to a few ideas with which to move forward.</p>	<p>The fourth step in the Design Thinking process is all about experimentation and turning ideas into tangible products. A prototype is basically a scaled-down version of the product which incorporates the potential solutions identified in the previous stages. This step is key in putting each solution to the test and highlighting any constraints and flaws. Throughout the prototype stage, the proposed solutions may be accepted, improved, redesigned or rejected depending on how they fare.</p>	<p>After prototyping comes user testing, but it's important to note that this is rarely the end of the Design Thinking process. In reality, the results of the testing phase will often lead you back to a previous step, providing the insights you need to redefine the original problem statement or to come up with new ideas you hadn't thought of before.</p>
<p><b>Key Skills:</b> Appreciative Listening™ &amp; Catalytic Questioning™</p>	<p><b>Key Skills:</b> Deductive, Inductive &amp; Abductive Reasoning Skills</p>	<p><b>Key Skills:</b> Meeting Management</p>	<p><b>Key Skills:</b> Feedback &amp; Feedforward Skills</p>	<p><b>Key Skills:</b> Influencing Skills / Feedback &amp; Feedforward Skills</p>
<p><b>Key Tools:</b>  <a href="#">Empathy mapping</a>,  <a href="#">Customer journey mapping</a>,  <a href="#">Experience mapping &amp; Service blueprinting</a></p>	<p><b>Key Tools:</b>  <a href="#">5 Why Technique</a>            &amp; <a href="#">POV Statements</a></p>	<p><b>Key Tools:</b>  <a href="#">Brainstorming</a> &amp; <a href="#">PICK Charts</a></p>	<p><b>Key Tools:</b>  <a href="#">Adobe Digital</a></p>	<p><b>Key Tools:</b>            Beta Versions,            UAT (User Acceptance Testing) &amp; Feedback</p>
<p><b>Key Behavior:</b>            Beginner's Mindset</p>	<p><b>Key Behavior:</b>            Framing – Reframing Mindset</p>	<p><b>Key Behavior:</b>            Social Management - Collaboration, Culture of Inclusiveness and Diversity of Ideas.</p>	<p><b>Key Behavior:</b>            An Innovator's Mindset.            Resiliency &amp; Agile Thinking (Fail Fast)</p>	<p><b>Key Behavior:</b>            Resiliency &amp; Agile Thinking (Fail Fast)</p>

# DESIGN THINKING – READY RECKONER



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