# DESIGNSHOTS

We instigate design culture by empowering individuals and organizations to innovate with creativity and simplicity.

### Design Culture Design Thinking (DT) is the center of

our Design culture.

DT is popularly defined as a human-centered approach to problem solving. It is a systems oriented methodology to understand an issue, generate ideas, evaluate and test them until the best solution is achieved. In addition to that, we practice

Design culture beyond this definition. For us, it is: • A toolkit for creative-confidence

- A method to turn ideas into impact • An anchor to fail forward
- An outlook to embrace ambiguity
- A fuel for curiosity • A junction of sustainability and
- innovation

## Design is too important to be left only with Designers! Design should be perceived as a discipline, not a department. It is

much more than just as kill set and should be at the heart of every organization. Our vision is to sensitize people across all sectors with the ideology

of Design Thinking. We aim to empower all scales of ventures ranging across diverse sectors such as education, agriculture, IT, healthcare, environment and more.

### creative bug inside you. We offer varied platforms such as workshops, interactive toolkits, exciting events, idea-generation facilitations and mentorship to

We awaken the

inculcate the spirit of Design Thinking in individuals, companies and learners from different domains such as startups, education institutions, innovation centers, NGOs etc.

Our offerings



unconventional

specific toolkits

We design

and context



and mentor design

driven processes

We facilitate



# We customize for you...

### useful set of tools, molds them in your context and presents it in a package that merges with your needs.

A homogeneous approach cannot

Each context is unique and needs

to be explored using different

DesignShots selects the most

to solve problems.

lenses.

be applied blindly in all situations

### You can pick one of the 4 Knowledge Shots and join our Design community to learn, unlearn and relearn.

Knowledge

Based on the need of an organization,

DesignShots offers specially crafted

Design Thinking workshop plans

called the Knowledge Shots.

Shots

• DT as a whole

• DT Zones

• Creative Culture

• Participatory Design

### ways for me to overcome mental blocks and think out of the box.

yet informative session. It opened

Testimonials

I thoroughly enjoyed the fun-filled

- Design aspiring student, Bombay

It was like lighting a bulb inside you. The environment created here through a variety of things, through props, through people was amazing.

- ADTW Participant, Bangalore This workshop breaks the

mainstream of thought process. It introduces you to a new world of concepts that you might not have applied before. I will really recommend this to my friends.

- ADTW participants, Delhi