# KNOWLEDGE SHOTS

Design Thinking Plans by DESIGN SHOTS

## About

Based on the need of an Organization, DesignShots offers specially crafted Design Thinking workshop plans called the Knowledge Shots.

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

**2.** Creative Culture

**3.** Participatory Design

**4.** DT as a whole

# DT Zones

Our DT zones are mini doses of various DT stages.

Depending on the relevance to your organization, pick the zone from the given list that will bring the best results to troubleshoot your current challenges.

Pick any of the zones as listed on the right.

## I. Understanding culture and context

By understanding the ethnography, aspirations, and grievances of the target audience, you can explore many unnoticed yet potential area for innovation. This zone you explore the potential of Design Research methodologies to derive

#### Duration: 4 hours each

#### If you are looking for:

- A quick fix for a particular
- task/issue at hand.
- Change at any stage.

#### Takeaways:

- Innovative mindset.
- Empathetic outlook.
- Enthusiasm to seek, explore and intervene.
- Activates listening and narration skills.
- Breaks traditional mindsets

human-centered solutions.

### II. Need finding and problem re-definition

When you empathize with the user's needs, you dig deeper and ideate beyond the obvious solutions. This zone allows you to frame and re-frame the problem to answer all the 'whys'.

## III. Storytelling and value creation

In this mix of storytelling and value creation zone, you master the art of creating impactful stories and experiences. Stories are often used to ideate and innovate. By adding an emotional factor through a story, you can add value to your offering and make it more appealing.



### **Creative Culture**

In order to scale design in your organization, you need multiple yet easily acceptable Design algorithms running in the DNA of your employees.

For instance, failing fast and early is the key to a successful Design solution. Or breakthrough ideas require collaboration across disciplines. Sounds simple, but does it really happen that easily?

If innovation is important to the growth of your company, nothing will help you more than creating a company's culture that is deliberately fluid, open ended and creative.

#### Duration: 8 hrs

#### Advised if you are looking for:

- Tackling mental blocks.
- Bringing the long lost child inside you.
- Unleashing the creative quotient.

#### Takeaways:

Head bursting with ideas.
Restlessness to think-do and create.

# Participatory Design

Participatory Design is an approach where all stakeholders are involved in the Design process. The extent of the involvement of stakeholders can range from being passively informed of a project's development, to actively sharing roles and responsibilities in decision making.

Over here, we invite your real-time users to be a part of the workshop in order to uncover new ideas, priorities, and flows.

If you want to achieve maximum customer satisfaction, if your product or service needs to be revamped, then this workshop is ideal for you.

Duration: 1 - 2 days (optional)

#### If you are looking for:

Revamping products/ services.
Maximizing customer satisfaction.

#### Takeaways:

- Builds realistic expectations.
- Lowers resistance to change.
- Reduces product failure.

# DT as a whole

We all talk and hear about the 5 step process of Design Thinking by Stanford d.school. Well, this workshop is a deep dive into the design thinking process and gives a fair understanding of how to integrate it in your organization.

The 5 stages of the Design thinking process are:

- Empathy
- Define
- Ideate
- Prototype
- Test

Learn the basics in our design thinking training workshop, and start your own innovation project step-by-step.

#### Duration: 2 days

#### If you are looking for:

A deep dive into the step by step process.
Integrating DT mindset in your Organization's DNA.

#### Takeaways:

• Makes the participants empathetic towards user.

- Brakes complexities and clarifies
- problem statement
- Generates numerous ideas
- Itchy hands to prototype

# Thank you!

Would be happy to hear back from you and answer your queries.



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