

# Post Graduate Certificate in Design Thinking | PGCDT

## PROGRAM CURRICULUM

### SEMESTER 1

#### Introduction to Design Thinking

1. What Is Design Thinking?
2. Design Thinking History and Theory
3. Design Thinking Frameworks
4. Problems That Design Thinking Helps Solve
5. Distinctions between Design and Design Thinking
6. Design Thinking as a Strategy for Innovations

#### Empathy with Users

1. Design Thinking Five Stage Process
2. Understanding Users through Empathy
3. Empathy Map – What and How to Use It
4. Engaging with Extreme Users
5. Analogous Empathy
6. Personas

#### Discovery and Interpretation of Challenges

1. Defining the Real Problem
2. A Good Problem Statement
3. Analysis and Synthesis
4. Interpret the Results
5. A Holistic Approach to Challenges
6. Stories of What Works

### SEMESTER 2

#### Big Ideas with Design Thinking

1. Design Thinking & Innovation
2. What is Big Idea Ideation?
3. Feature vs. Idea
4. What Makes a Big Idea?
5. How to Generate Big Ideas
6. Identifying No Brainers vs. Big Bets
7. Ideation Methods
8. How to Diverge and Converge
9. Case Studies - Big Ideas in Action
10. The Way Forward

#### Prototypes of a Big Idea

1. Types of Prototyping
2. Guidelines for Prototyping
3. Prioritization and Evaluation
4. Prioritization Grids and Affinity Maps
5. Evaluating Ideas Based On Importance and Feasibility
6. Scaling Design Thinking

#### Tracking and Testing of Success

1. How to Maintain Momentum
2. Generate User Feedback
3. Test for Desirability, Feasibility and Viability
4. Design Thinking and Agile
5. Steps to Success with Design Thinking
6. Measure Results From Design Thinking

#### Submission

Students are required to submit an online Project by end of the semester 2