

# inflexion point

Beyond commonsense



## Design Thinking



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# About Dr. Pavan Soni

- PhD from [IIM Bangalore](#) (Corporate Strategy & Policy)
- Former [Innovation Evangelist](#) at Wipro (6 years)
- Delivered Distinguished Lecture on Innovation Culture at [ISRO](#)
- Adjunct Faculty at [ISB Hyderabad](#), [IIM Lucknow](#), and [IIM Bangalore](#).
- Only Indian to be shortlisted for the [Financial Times and McKinsey Business Book of the Year Award- 2016](#)
- Bachelor of Engineering- [MBM Engineering College Jodhpur \(Branch Topper\)](#) and PGDIE- [NITIE Mumbai](#)
- Consulted with 20 of [Fortune 500](#) companies
- Columnist at [Entrepreneur India](#), [HT Mint](#), [Inc. 42](#), [Medium](#), [People Matters](#) and [YourStory](#)
- Five times [TEDx](#) speaker
- Coach at [NSRCEL of IIM Bangalore](#) and [Founder Institute](#)



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READING | WRITING | TEACHING | COACHING

# Design Thinking



Understanding necessity, approach, and practices of Design Thinking



Problem exploration and empathizing



Generation high-impact ideas

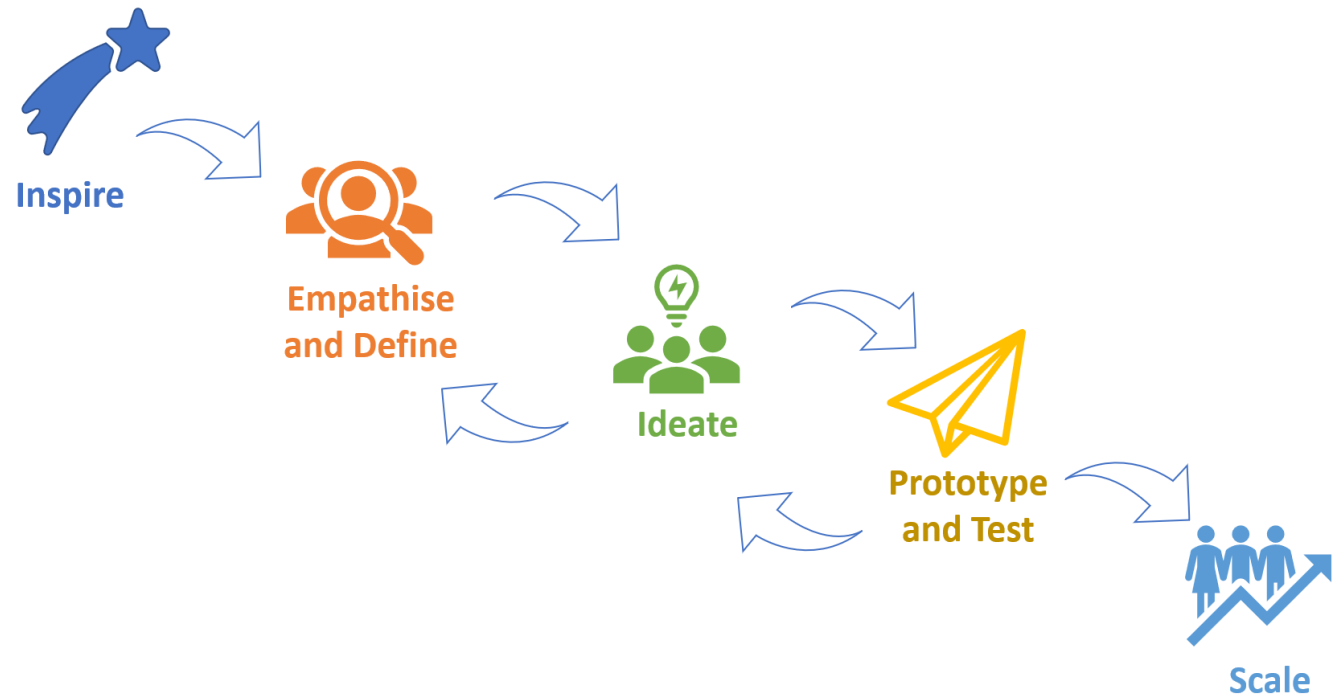


Concept validation with internal/ external customers



Converting concepts to business plans

# Design Thinking Model



# Design Thinking (Session-1)

Theme	Topics covered	Duration*	Methodology
The imperative of solving problems systematically	<ol style="list-style-type: none"><li>1. Why a problem fully understood is half solved</li><li>2. Stages of problem solving</li><li>3. A disciplined approach to creativity</li></ol>	1.5 hour.	<ul style="list-style-type: none"><li>• Lecture</li><li>• Discussion</li></ul>
A primer on Design Thinking (DT)	<ol style="list-style-type: none"><li>1. What is Design Thinking?</li><li>2. Why Design Thinking now?</li><li>3. Flaws with traditional models of problem solving</li><li>4. The process model and tenets of DT</li></ol>	2 hour.	<ul style="list-style-type: none"><li>• Lecture</li><li>• Videos</li><li>• Case studies</li></ul>
Team presentations	<ol style="list-style-type: none"><li>1. 1:1 project discussions on group basis (15-20 min per group), carry forward from Strategy Session</li></ol>	1.5 hours	<ul style="list-style-type: none"><li>• Discussions</li></ul>

# Design Thinking (Session-2)

Theme	Topics covered	Duration*	Methodology
On Problem Discovery	<ol style="list-style-type: none"><li>1. On Deep Listening and Empathy</li><li>2. Going from symptoms to problems</li><li>3. Probing techniques- (Problem Exploration, Stakeholder assessment, Empathy Map, Day-in-the-life Scenarios)</li></ol>	1.5 hours.	<ul style="list-style-type: none"><li>• Hands-on exercises</li><li>• Videos</li><li>• Case studies</li></ul>
Problem framing	<ol style="list-style-type: none"><li>1. Framing rules – (Impact, Constraints, and Equifinality)</li><li>2. Design Brief – How Might We...</li></ol>	1 hour.	<ul style="list-style-type: none"><li>• Lecture</li><li>• Hands-on exercises</li></ul>
Team presentations	<ol style="list-style-type: none"><li>1. 1:1 project discussions on group basis (15-20 min per group)</li></ol>	1.5 hours	<ul style="list-style-type: none"><li>• Discussions</li></ul>

# Design Thinking (Session-3)

Theme	Topics covered	Duration*	Methodology
Ideation	<ol style="list-style-type: none"><li>1. Principles of ideation</li><li>2. Hybrid brainstorming rules</li><li>3. Ideation techniques – (Challenging Assumptions, Design for the Extreme, Analogous Design, Problem Solving Triggers)</li></ol>	1.5 hours.	<ul style="list-style-type: none"><li>• Hands-on exercises</li><li>• Videos</li><li>• Case studies</li></ul>
Idea shortlisting and validation	<ol style="list-style-type: none"><li>1. Clustering of ideas</li><li>2. Idea shortlisting methods- (User desirability, Technical feasibility, Business viability)</li></ol>	1 hours.	<ul style="list-style-type: none"><li>• Hands-on exercises</li></ul>
Team presentations	<ol style="list-style-type: none"><li>1. 1:1 project discussions on group basis (15-20 min per group)</li></ol>	1.5 hours	<ul style="list-style-type: none"><li>• Discussions</li></ul>

# Design Thinking (Session-4)

Theme	Topics covered	Duration*	Methodology
Prototyping	<ol style="list-style-type: none"><li>1. On Quick and Dirty Prototyping</li><li>2. Storyboarding</li><li>3. Storytelling – SCQA Technique</li></ol>	1 hour	<ul style="list-style-type: none"><li>• Hands-on exercises</li><li>• Presentations</li></ul>
Team presentations	<ol style="list-style-type: none"><li>1. 1:1 project discussions on group basis (15-20 min per group)</li></ol>	2 hours	<ul style="list-style-type: none"><li>• Discussions</li></ul>
Reflection and closure	<ol style="list-style-type: none"><li>1. Summary of key takeaways</li><li>2. Personal reflections</li></ol>	1 hour.	<ul style="list-style-type: none"><li>• Presentations</li></ul>

\* 90 min of food breaks and buffer time



# Logistics requirements

- Four sessions of four-hour each over one/ two weeks
- Max. 20 participants
- Individual or group projects to be taken up during the workshop
- Projects around firm's strategic priorities
- Follow-up mentoring on project progress
- Virtual sessions and mentoring

