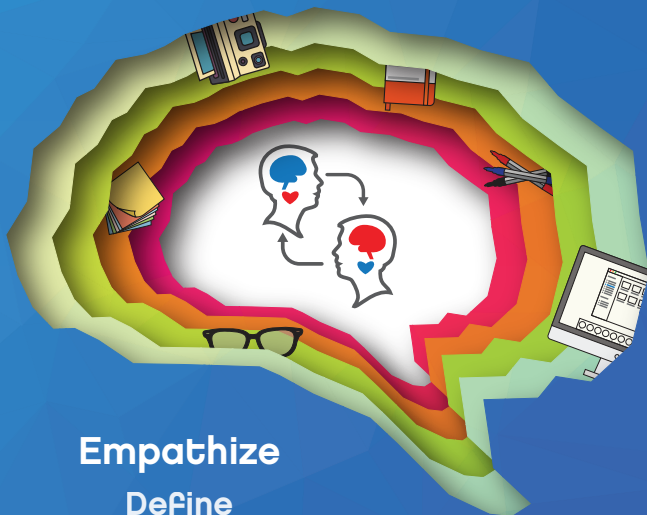




DESIGN THINKING SIMPLIFIED



Empathize

Define

Ideate

Prototype

Test

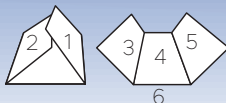
**One Day Workshop
on**

Design Thinking

30.03.19

U.P. INSTITUTE OF DESIGN, NOIDA
(Dr. A. P. J. Abdul Kalam Technical University, Lucknow)

C-22, SECTOR 62, NOIDA



U.P. Institute of Design, Noida
(Dr. A. P. J. Abdul Kalam Technical University, Lucknow)
C-22, Sector - 62, Noida
Uttar Pradesh - 201301
☎ 0120-2400112 ✉ info.upid@aktu.ac.in
🌐 upidnoida.ac.in

CHIEF PATRON

Prof. Vinay Kumar Pathak
Vice-Chancellor | AKTU, Lucknow

PATRON

Prof. Virendra Pathak
Director | UPID, Noida

COORDINATORS

- ▶ Dr. Kumar Sambhav | Associate Professor
ksambhav.upid@aktu.ac.in | +91 9891533965
- ▶ Mr. Abhishek Srivastava | Assistant Professor
abhishek.upid@aktu.ac.in | +91 8105013825

ABOUT US

U.P. Institute of Design, Noida has been established by Dr. A. P. J. Abdul Kalam Technical University, U.P. It is India's first AICTE approved Design Institute offering Bachelor of Design (B. Des.) and Master of Design (M. Des.) programmes.

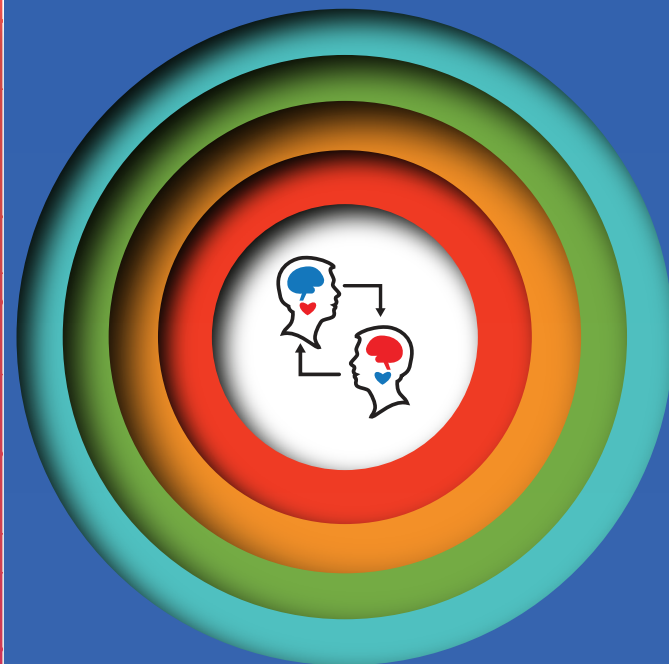
REGISTRATION

Early Bird - March 8 - 20
Rs. 500/- per participant

Regular - March 21 - 25
Rs. 750/- per participant

On the Spot
Rs. 1000/- per participant

To Register Visit: <http://upidnoida.ac.in>



What is Design Thinking?

How it helps as an Academician?

How collaborative work and multidisciplinary approach helps?

What is Role of Design Thinking in User Experience Design?

How do I experience Design Thinking?

If you have these questions, this workshop is right for you!

AGENDA

AUDIENCE

Faculty Members, Research Scholars, PG Students from various department (Engineering, Architecture, Management, Pharmacy, etc) and Professionals.

TAKEAWAY

- Understand the philosophy of design thinking, and be able to utilise it in varied scenarios as an academician
- Understand the importance of collaboration (collaborative work and research) and what value it brings.
- Understand the role of Design Thinking in the context of User Experience Design
- Experience Design Thinking by doing

PEDAGOGY

- Talk session by Industry and Domain Experts
- Case studies presentations of Applied Design thinking and Experience Design
- Hands on Activity

DESIGN THINKING

"Design Thinking is a design methodology that provides an approach to solve real world problems. It's beneficial specifically for problems that are ill-defined or unknown, by understanding the human psychology involved, by framing the problem in human-centered ways, by creating multiple ideas and by adopting a pragmatic approach in prototyping and testing the solution with user themselves. Understanding these five stages of Design Thinking will help anyone to apply the Design Thinking methods."

SCHEDULE

09:00 - 10:00



Registration

10:00 - 10:30



Welcome and Inauguration

Chief Guest | Vice- Chancellor, AKTU, Lucknow
Workshop Convenor | Director, UPID N

10:30 - 11:15



Keynote Talk

Theme | Philosophy of Design thinking and how it can help academicians
Prof. PVM Rao | Head, Department of Design, IIT Delhi

11:15 - 11:30



Networking Break

11:30 - 12:15



Invited Talk #1

Theme | Importance of collaboration and multidisciplinary approach in Design Thinking- through Case studies
Mr. Siddharth Bathla | Creative Head & Co-Founder, Design Factory India

12:15 - 13:00



Invited Talk #2

Theme | Design Thinking in the context of User Experience Design
Mrs. Somya Hastekar | Design Lead, ThoughtWorks

13:00 - 14:00



Lunch

14:00 - 16:30



Hands on Session

"Experience Design Thinking by Doing"
Ms Gauri Mohan | Design Thinking - Innovation Global Coach IDEO U Mentor of Change, AIM, NITI Aayog

16:30 - 16:45



Valedictory session

Director | UPID Noida

16:45 onwards



Certificate distribution

SPEAKERS



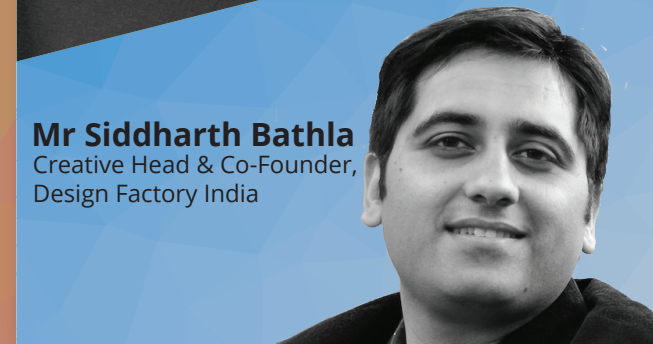
Prof PVM Rao
Head, Dept of Design,
IIT Delhi



Ms Gauri Mohan
Design Thinking - Innovation
Global Coach IDEO U
Mentor of Change, AIM,
NITI Aayog



Mrs Somya Hastekar
Design Lead, ThoughtWorks



Mr Siddharth Bathla
Creative Head & Co-Founder,
Design Factory India