







# ADD ON CERTIFICATION PROGRAM

**on** Design Thinking

## **B.com 3rd Year students**

Date: 4th March, 2024 to 5th April, 2024 Time: 11:00 AM - 1:00 PM | Venue: Room No. 211, Block B

**Coordinator:** Mr. Deepanshu Yadav



Resource Person Ms. Teena Chaudhary

Toll-Free : 1800 103 3797 | www.mangalmay.net.in Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India





#### Mangalmay Institute of Management Technology Greater Noida (U.P.)

#### Date: 28th February, 2024

#### NOTICE

MIMT is organizing an Add-on certification course on "Design Thinking" starting from 4th March, 2024 in Block B, Room No - 211. This is to inform that all B.com 3rd Year students of the Management Department can enroll for the same.

The details of the certification is given below:

#### **Program Details : -**

Date:	4th March, 2024 to 5th April, 2024
Time:	11:00 AM - 1:00 PM
Venue:	Block B, Room No - 211
Participants:	Students of B.com 3rd Year
Resource Person:	Ms. Teena Chaudhary
Coordinator:	Mr. Deepanshu Yadav
Registration:	Interested students can give their names to the coordinator latest by 1/03/24

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CC to:

Principal, MIMT

IQAC, MIMT

HODs/Coordinators

**Faculty Members** 

Student Notice Board

Office File





#### Syllabus

### (32 Hours)

### Module 1: Introduction and Empathy (6 Hours)

- Session 1: Introduction to Design Thinking
  - $\circ$   $\;$  Overview of design thinking and its importance
  - $\circ$   $\,$  Key principles and stages of the design thinking process  $\,$
  - $\circ$   $\,$  Case studies of successful design thinking applications  $\,$

#### • Session 2: Empathize - Understanding Users

- Techniques for user research and empathy
- Conducting interviews and surveys
- Building empathy maps
- Session 3: Empathize Deep Dive
  - Observation methods and contextual inquiry
  - Identifying user needs and pain points
  - Persona creation

#### Module 2: Define and Ideate (8 Hours)

- Session 4: Define Problem Framing
  - Synthesizing research findings
  - Defining problem statements and point of view (POV)
  - Tools: How Might We (HMW) questions
- Session 5: Define Clarity and Focus
  - Techniques for prioritizing problems
  - Creating user journey maps
  - Refining problem statements
- Session 6: Ideate Brainstorming
  - Ideation techniques: brainstorming, mind mapping, SCAMPER
  - $\circ$   $\,$  Encouraging creativity and divergent thinking
  - Facilitating effective ideation sessions
- Session 7: Ideate Concept Development
  - Evaluating and selecting ideas
  - Developing concepts and solutions
  - Storyboarding and sketching ideas

#### Module 3: Prototyping (4 Hours)

- Session 8: Prototype Rapid Prototyping
  - Importance of prototyping in design thinking
  - Low-fidelity vs. high-fidelity prototypes
  - $\circ$   $\,$  Tools and materials for rapid prototyping
- Session 9: Prototype Building Models
  - Hands-on prototyping workshop





- Creating physical and digital prototypes
- Iterative prototyping

### Module 4: Testing and Implementation (8 Hours)

- Session 10: Test User Testing
  - Planning and conducting user tests
  - Collecting and analyzing user feedback
  - Identifying areas for improvement
- Session 11: Test Iteration
  - Iterating based on feedback
  - Refining prototypes
  - Preparing for multiple testing cycles
- Session 12: Implement Action Planning
  - Transitioning from prototype to implementation
  - Creating action plans and timelines
  - Stakeholder engagement and buy-in
- Session 13: Implement Execution
  - Strategies for successful implementation
  - Overcoming challenges and obstacles
  - Monitoring and evaluating progress

#### Module 5: Reflection, Presentation, and Certification (6 Hours)

- Session 14: Reflection and Learning
  - Reflecting on the design thinking journey
  - Documenting lessons learned
  - Continuous improvement and lifelong learning
- Session 15: Final Project Presentation
  - Participants present their design thinking projects
  - Peer and instructor feedback
  - Celebrating successes and sharing insights
- Session 16: Certification and Next Steps
  - Review of key concepts and takeaways
  - Certification ceremony
  - Networking and future opportunities in design thinking



# Mangalmay Institute of Management Technology



Greater Noida (U.P.)

## Schedule

Session	Content	Time	Date
S 1	<ul><li>Introduction to Design Thinking</li><li>1) Overview of design thinking and its importance</li><li>2) Key principles and stages of the design thinking process</li><li>3) Case studies of successful design thinking applications</li></ul>	11 AM - 1 PM	4th March, 2024
S 2	Empathize - Understanding Users 1) Techniques for user research and empathy 2) Conducting interviews and surveys 3) Building empathy maps	11 AM - 1 PM	6th March, 2024
S 3	Empathize - Deep Dive 1) Observation methods and contextual inquiry 2) Identifying user needs and pain points 3) Persona creation		8th March, 2024
S 4	Define - Problem Framing 1) Synthesizing research findings 2) Defining problem statements and point of view (POV) 3) Tools: How Might We (HMW) questions	11 AM - 1 PM	11th March, 2024
S 5	Define - Clarity and Focus 1) Techniques for prioritizing problems 2) Creating user journey maps 3) Refining problem statements	11 AM - 1 PM	13th March, 2024
S 6	Ideate - Brainstorming 1) Ideation techniques: brainstorming, mind mapping, SCAMPER 2) Encouraging creativity and divergent thinking 3) Facilitating effective ideation sessions	11 AM - 1 PM	15th March, 2024
S 7	Ideate - Concept Development 1) Evaluating and selecting ideas 2) Developing concepts and solutions 3) Storyboarding and sketching ideas	11 AM - 1 PM	18th March, 2024
S 8	<ul> <li>Prototype - Rapid Prototyping</li> <li>1) Importance of prototyping in design thinking</li> <li>2) Low-fidelity vs. high-fidelity prototypes</li> <li>3) Tools and materials for rapid prototyping</li> </ul>	11 AM - 1 PM	20th March, 2024
S 9	<ul> <li>Prototype - Building Models</li> <li>1) Hands-on prototyping workshop</li> <li>2) Creating physical and digital prototypes</li> <li>3) Iterative prototyping</li> </ul>	11 AM - 1 PM	22nd March, 2024
S 10	Test - User Testing 1) Planning and conducting user tests 2) Collecting and analyzing user feedback	11 AM - 1 PM	25th March, 2024





	3) Identifying areas for improvement		
	Test - Iteration 1) Iterating based on feedback 2) Refining prototypes		
S 11	3) Preparing for multiple testing cycles	11 AM - 1 PM	27th March, 2024
G 12	Implement - Action Planning 1) Transitioning from prototype to implementation 2) Creating action plans and timelines	11 AM 1 DM	204 March 2024
S 12	3) Stakeholder engagement and buy-in	11 AM - 1 PM	29th March, 2024
	<ul><li>Implement - Execution</li><li>1) Strategies for successful implementation</li><li>2) Overcoming challenges and obstacles</li></ul>		
S 13	3) Monitoring and evaluating progress	11 AM - 1 PM	1st April, 2024
	<ul><li>Reflection and Learning</li><li>1) Reflecting on the design thinking journey</li><li>2) Documenting lessons learned</li></ul>		
S 14	3) Continuous improvement and lifelong learning	11 AM - 1 PM	2nd April, 2024
	<ul><li>Final Project Presentation</li><li>1) Participants present their design thinking projects</li><li>2) Peer and instructor feedback</li></ul>		
S 15	3) Celebrating successes and sharing insights	11 AM - 1 PM	4th April, 2024
	Certification and Next Steps 1) Review of key concepts and takeaways 2) Certification ceremony		
S 16	3) Networking and future opportunities in design thinking	11 AM - 1 PM	5th April, 2024
	Assessment	11 AM - 12 PM	8th April, 2024





	Report
Name of Activity	Design Thinking
Date	4th March, 2024 to 5th April, 2024
Venue	Block B, Room No - 211
Organised by	Management Department
Participation by	B.com 3rd Year Students
No. of Participants	81
Resource Person	Ms. Teena Chaudhary
Activity Convener	Mr. Deepanshu Yadav
Objective	The objective of this add-on certificate course on "Design Thinking" is to equip participants with a comprehensive understanding of the design thinking process, which emphasizes a human-centered approach to problem-solving. Through this course, participants will learn to empathize with users, define clear problem statements, ideate innovative solutions, prototype, and test their ideas effectively. The course aims to foster creativity, enhance critical thinking, and encourage iterative learning, enabling individuals to tackle complex challenges in diverse fields such as business, technology, education, and social innovation. By the end of the course, participants will possess the skills and mindset necessary to apply design thinking principles to drive impactful and user-centric outcomes in their professional and personal endeavors.
Content	Day 1: Introduction to Design Thinking This session provided an overview of design thinking, highlighting its importance in problem- solving and innovation. Participants learned about the key principles and stages of the design thinking process, including empathizing with users, defining problems, ideating solutions, prototyping, and testing. The session included case studies of successful applications of design thinking in various industries, demonstrating its practical impact. Attendees gained insights into how design thinking fosters creativity and user-centric solutions, setting the foundation for the rest of the course.
	<b>Day 2: Empathize - Understanding Users</b> During this session, participants explored techniques for user research and empathy, essential for understanding user needs and experiences. The session covered methods such as conducting interviews and surveys, and building empathy maps to visualize user insights. Attendees practiced





these techniques through hands-on activities, enhancing their ability to gather and interpret user data effectively. By the end of the session, participants had a deeper understanding of how to connect with users and gain valuable insights for the design process.

**Day 3: Empathize - Deep Dive** In this session, participants delved deeper into empathy by exploring observation methods and contextual inquiry. They learned how to identify user needs and pain points through direct observation and engagement. The session also covered persona creation, helping participants synthesize user data into relatable archetypes that guide design decisions. Through practical exercises, attendees developed skills in observing user behavior and creating detailed personas, which are crucial for the subsequent stages of design thinking.

**Day 4: Define - Problem Framing** Participants synthesized their research findings in this session, learning how to define problem statements and points of view (POV) effectively. The session introduced tools such as How Might We (HMW) questions, which help reframe problems into opportunities for design. Through group activities, attendees practiced articulating clear and focused problem statements, laying the groundwork for ideation. By the end of the session, participants were equipped to frame problems in ways that inspire innovative solutions.

**Day 5: Define - Clarity and Focus** This session focused on techniques for prioritizing problems and refining problem statements. Participants learned to create user journey maps, visualizing the user's experience and identifying key touchpoints and pain points. The session emphasized the importance of clarity and focus in defining problems, ensuring that the design efforts are targeted and effective. Attendees engaged in exercises to prioritize issues and refine their problem statements, preparing them for the ideation phase.

**Day 6: Ideate - Brainstorming** During this session, participants explored various ideation techniques, including brainstorming, mind mapping, and SCAMPER. The session emphasized the importance of encouraging creativity and divergent thinking in generating ideas. Participants practiced facilitating effective ideation sessions, learning how to create an environment that fosters innovative thinking. By the end of the session, attendees had developed a repertoire of techniques for generating a wide range of ideas and solutions.

**Day 7: Ideate - Concept Development** In this session, participants focused on evaluating and selecting ideas generated during brainstorming. They learned how to develop concepts and solutions, using storyboarding and sketching to visualize their ideas. The session included activities that helped attendees refine their ideas and create detailed concept sketches. Participants gained skills in evaluating the



feasibility and potential impact of their ideas, preparing them for the prototyping phase.

**Day 8: Prototype - Rapid Prototyping** This session highlighted the importance of prototyping in the design thinking process. Participants learned the differences between low-fidelity and high-fidelity prototypes and the appropriate use of each. The session covered tools and materials for rapid prototyping, emphasizing the need for quick, iterative development of prototypes. Attendees engaged in hands-on activities to create simple prototypes, enhancing their ability to translate ideas into tangible models quickly.

**Day 9: Prototype - Building Models** In this hands-on workshop, participants created physical and digital prototypes, applying the principles of iterative prototyping. They worked with various tools and materials to build models that represented their design concepts. The session emphasized the importance of continuous iteration and refinement based on user feedback. By the end of the session, participants had developed practical skills in building and iterating prototypes, preparing them for user testing.

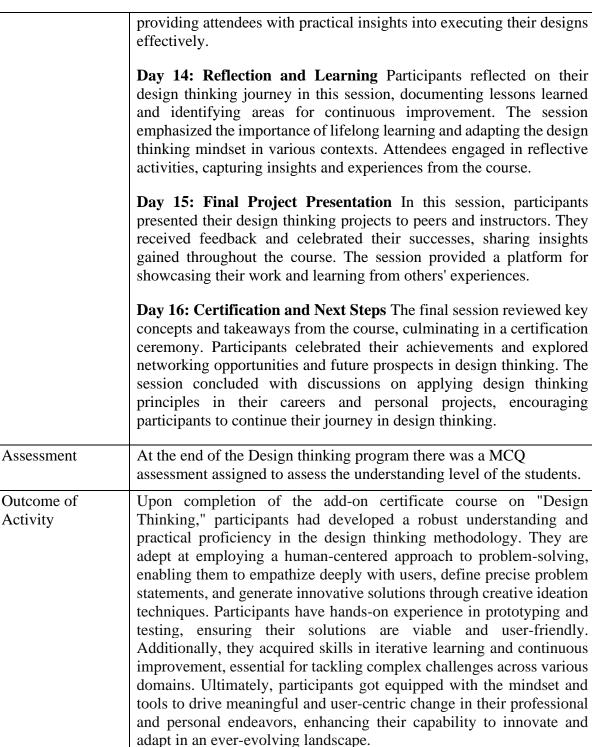
**Day 10: Test - User Testing** Participants learned how to plan and conduct user tests during this session. They explored methods for collecting and analyzing user feedback, identifying areas for improvement. The session included practical exercises in setting up and running user tests, enabling attendees to gain firsthand experience in user testing. By the end of the session, participants were equipped with the skills to gather valuable feedback and use it to refine their prototypes.

**Day 11: Test - Iteration** This session focused on the iteration process based on user feedback. Participants learned how to refine their prototypes and prepare for multiple testing cycles. The session emphasized the importance of continuous improvement and adapting designs based on user input. Attendees engaged in iterative prototyping activities, honing their ability to make incremental improvements and enhance their designs.

**Day 12: Implement - Action Planning** Participants transitioned from prototyping to implementation in this session. They learned how to create action plans and timelines, ensuring a structured approach to bringing their designs to life. The session covered strategies for stakeholder engagement and securing buy-in, crucial for successful implementation. By the end of the session, participants were prepared to develop actionable plans for executing their design solutions.

**Day 13: Implement - Execution** This session addressed strategies for successful implementation, including overcoming challenges and obstacles. Participants learned how to monitor and evaluate progress, ensuring their designs meet user needs and project goals. The session included discussions on real-world implementation scenarios,





## List of Beneficiaries

S No.	Roll No.	Candidate Name	Registered
1	210992303001	ABHAY SINGH	Registered
2	210992303002	ABHINAV CHOUDHARY	Registered



# Mangalmay Institute of Management Technology



Greater Noida (U.P.)

3	210992303004	ABHISHEK KUMAR	Registered
4	210992303005	ADESH KUMAR	Registered
5	210992303006	ADITI RAI	Registered
6	210992303007	ADITYA SHARMA	Registered
7	210992303009	AISHA KHAN	Registered
8	210992303010	AKANKSHA SINGH	Registered
9	210992303011	AKANSHI	Registered
10	210992303014	ANJALI BHARTI	Registered
11	210992303017	ASTHA UPADHAYAY	Registered
12	210992303018	AVINASH KUMAR	Registered
13	210992303019	CHESHTA SHARMA	Registered
14	210992303020	CHHAVI	Registered
15	210992303021	CHIRAG GARG	Registered
16	210992303023	DEEPAK CHAUHAN	Registered
17	210992303024	DEEPANSHU	Registered
18	210992303025	DIVYA SAINI	Registered
19	210992303026	GAUTAM KANOJIA	Registered
20	210992303028	HARSH SHARMA	Registered
21	210992303030	HIMANI KAUSHIK	Registered
22	210992303031	HIMANSHI SHARMA	Registered
23	210992303033	HIMANSHU BHATI	Registered
24	210992303034	HIMANSHU SINGH	Registered
25	210992303035	ISHA	Registered
26	210992303036	JAYA	Registered
27	210992303037	JIYA PEGWAL	Registered
28	210992303038	JYOTI KUMARI	Registered
29	210992303040	KHUSHI GARG	Registered
30	210992303041	KHUSHI MAHESHWARI	Registered
31	210992303042	KOMAL TALAN	Registered
32	210992303043	KUNIKA MISHRA	Registered
33	210992303044	MANAV GOSWAMI	Registered
34	210992303045	MANTASHA	Registered
35	210992303047	MD FARHAN ANSARI	Registered
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79	210992303099	VIVEK BHATI	Registered
80	210992303100	YASHIKA SINGH	Registered
81	210992303101	ZAID	Registered





Status of Students for Add on certificate of Design Thinking

S No.	Roll No.	Candidate Name	Registered	Status
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## PROFILE OF THE RESOURCE PERSON







Ms. Teena Chaudhary (MBA)

Serving as an Assistant professor in Mangalmay Institute of Management and Technology, Greater Noida, self-directed, action-oriented professional, she is having a rich experience of teaching and administrative service. Pursuing her research in the area of HR & Marketing. She has a keen interest in writing research papers for various conferences and journals. She has presented various papers in national conferences and seminars. She also has published different articles in edited books. She has attended various workshops at national level institutes. She is a dedicated, resourceful and goal-driven professional educator with a solid commitment to research and teaching.

#### 15+ years of Teaching and Administrative service Experience.



#### Photograph Glimpses

Delivering lecture for Design Thinking on "Transitioning from prototype to implementation"





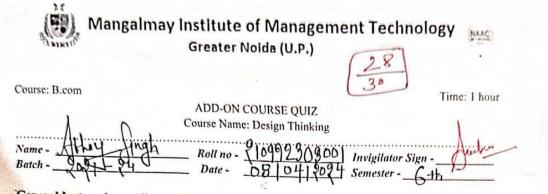
Ms. Teena Chaudhary sharing insights on Final Project Presentation

#### Sample Certificate

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certificati	on course on "Desig	ō	s successfully completed <b>32 hours</b> 2 <b>4 to 05/04/2024</b> organized by da.
	VICE CHAIRMAN Mangalmay Group of Institutions	IQAC Coordinator Mangalmay Institute of Management & Technology	PRINCIPAL Mangalmay Institute of Management & Technology



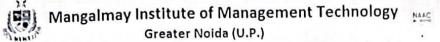
#### Sample Assessment



General Instructions: All questions are compulsory. Each question will carry '1' mark and there is no 'Negative Marking'

- 1. What is the first phase of the Design Thinking process?
  - o A. Ideate
  - 0 B. Define
  - 0 C. Prototype
  - D. Empathize
- 2. In the Design Thinking process, what does 'ideate' involve?
  - A. Identifying problems
  - B. Generating a wide range of ideas, 0
  - C. Building prototypes
  - D. Testing solutions
- 3. Which of the following is a key principle of Design Thinking?
  - A. User-centered focus 0
  - B. Cost reduction
  - C. Speed of implementation 0
  - 0 D. Technology-driven development
- 4. What is the purpose of the 'define' stage in Design Thinking?
  - A. To generate ideas
  - B. To understand user needs
  - C. To articulate the problem statement 0
  - D. To test solutions 0
- 5. Which method is commonly used in the 'empathize' phase of Design Thinking?
  - A. Market analysis 0
  - B. Brainstorming
  - C. User interviews
  - D. Financial modeling
- 6. How does prototyping help in the Design Thinking process?
  - A. It ensures the final product is expensive
  - B. It provides a final solution without testing 0
  - C. It allows for testing and refinement of ideas
  - D. It replaces the need for ideation



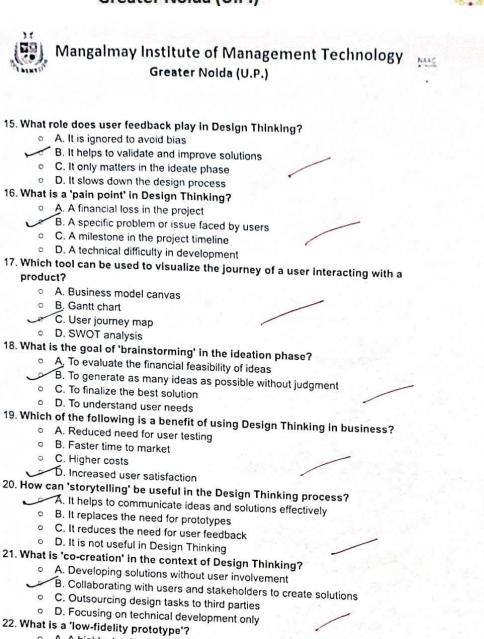


- 7. What is a characteristic of a good prototype in Design Thinking?
  - A. Fully functional and polished
  - B. High fidelity and expensive
  - C. Quickly and cheaply built to test concepts
  - o D. Designed without user input
- 8. In Design Thinking, what is the primary focus during the 'test' phase?
  - A. Launching the final product
  - B. Evaluating the business model
  - C. Gathering user feedback to refine prototypes
    - o D. Conducting market analysis
- 9. Which of the following best describes 'empathy' in Design Thinking?
  - A. Designing products based on trends
  - B. Understanding and sharing the feelings of users
  - o C. Prioritizing technical feasibility
  - o D. Focusing on cost-efficiency
- 10. What does a 'human-centered approach' in Design Thinking imply?
  - A. Focusing on business profits
  - B. Prioritizing user needs and experiences
  - o C. Ignoring user feedback
  - o D. Reducing development time
- 11. Which technique is often used in the 'ideate' phase to generate ideas?
  - A. SWOT analysis
  - B. User testing
  - C. Brainstorming
  - o D. Financial planning
- 12. What is a 'persona' in the context of Design Thinking?
  - A. A fictional character representing a user type
  - o B. A real user interview
  - C. A financial model
  - o D. A design prototype
- 13. Why is 'iteration' important in the Design Thinking process?
  - A. It eliminates the need for testing
  - B. It helps to refine and improve solutions based on feedback
    - C. It reduces the number of ideas generated
    - D. It finalizes the product after one cycle
- 14. Which phase of Design Thinking involves creating tangible representations of ideas?
  - A. Empathize
  - B. Define
  - C. Prototype

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D. Test





- - A A highly detailed and polished prototype
  - B. A simple and rough version used to test basic concepts
  - C. An expensive and time-consuming prototype
  - D. A final product ready for launch



