

“**Design is not just what it looks like and feels like. Design is how it works.**”

- Steve Jobs

DESIGN THINKING

Course Catalog

“**Good design is obvious. Great design is transparent.**”

- Joe Sparano

“**Simplicity is not the goal. It is the by-product of a good idea and modest expectations.**”

- Paul Rand

DESIGN THINKING FOR MARKETING

Mumbai: 09 - 10 Mar 2018

Limited seats, reserve now!

“Design is a solution to a problem.
Art is a question to a problem.”

- John Maeda

01 Course Overview

Design thinking is a strategic approach that prioritises customer needs above all else, providing organisations with a framework for radical customer orientation. This customer orientation is why design thinking is so important to marketers. That means design thinking is just as likely to influence marketing and branding as it is to influence market innovation or product differentiation. Marketing can learn a lot from design thinking— how to be agile, better, faster and more effective.

Marketing meets design most often in branding and service design, but is not limited to just that – DesignThinking can also be applied more broadly by the marketing team. This two-day program delves into the concepts of the Design Thinking by immersing you in collaborative exercises, dynamic discussions, relevant readings, and quizzes. Learn how Design Thinking can improve your Marketing Plan, develop engagement programs and brand experiences that are consumer-centered. Experience the power of Design Thinking to create a path to innovate, unveil new possibilities, and make a greater contribution to your organization's marketing success.

03 Course Outline

Day 1

Importance of Design Thinking in Marketing

Importance of design in today's economy; Design Thinking Principles; what is meant by an "experience"

Writing the Problem Statement: Exploring problems and opportunities in the Marketing World

Technique to identify and write the right problem statement

Understanding Stakeholders and Users

Business Goals and priorities, Vision Statement; Techniques to understand behavior of consumers

Personas, Empathy Maps

Deriving Insights, Segmentation, and Techniques to create Persona and Empathy of Users

02 Learnings and Benefits from the Session

- **Design should reinforce the brand:** We need ways to enable our brands to live and breathe. To be permeable, more human. We need ways to empower our frontline branding and marketing people with tools to achieve this. Emerging decision makers build their expertise in this workshop with specific design tools and methods, as well as understand the end-to-end human centered framework.
- **Start from the customer's point of view:** Design and marketing should work together to solve customer problems, which in turn should generate revenue.
- **Align various stakeholders and leaders towards a single purpose:** Marketing should be involved in the prototyping and testing phases, to ensure that they have the right information ahead of go-to-market.
- **Create a culture of design and empathy in your organization:** Design should be an equal partner with technology and strategy.
- **Enroll multiple disciplines in planning:** Bringing together designers, developers and marketers will inspire greater creativity, sparked by better articulation of a project's parameters and goals
- **Develop a risk-taking culture:** One of the things that design thinking enables you to do is fail quickly and fast, and not to be fearful of it. The more experimentation you can do the better customer experiences you build.

Day 2

Rethinking Marketing Journeys

Current Journeys of personas and prioritization of focus areas

Ideation and Storyboarding

Ideation and Storyboarding tools and techniques

Exploring Solutions from the Marketing World

Identify Business goals through prioritization techniques

Future Scenarios and Moments of Max Impact

Visualize the future state and prioritize the "moments"

Prototyping

The goals of prototyping; Designing Prototypes



Workshop by Sudhindra V

- QGLUE's Designer in Residence
- Former Chief Design Officer at IBM

Sudhindra is a recognised Thought Leader in Design Thinking and comes with an experience of 18 years in design and innovation. He is the Former Chief Design Officer for IBM India.

He has conducted 100+ workshops mostly involving very senior leaders including C level people from various organisations.

He provides consulting to organizations on their digital strategy, complex design programs and in building high impact design teams.

He has also been awarded for his work at National Infocomm Awards, Singapore, Interactive Media Awards and Internet Advertising Awards.

**“If you think good design
is expensive,
you should look at the
cost of bad design.”**

- Ralf Speth

**Speak to our team at :
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