📌 Course Lesson Plan: Design Thinking & Innovation

📖 Course Overview

This 16-week course provides a deep dive into the **Design Thinking & Innovation (DT&I) process**, tools, and methodologies to develop creative problem-solving skills. Learners will work on a **real-life design challenge** while exploring case studies and expert insights.

📌 Course Structure (Weekly Modules)

📌 Week 1-2: Introduction to Design Thinking & Innovation

- What is Design Thinking & Innovation?
- Importance of human-centered design
- Stages of the DT&I process

Project Work:

- Introduction to the **Open Design Challenge**
- Identifying real-world problem areas

📌 Week 3-4: Phase 1 – Research / Observe / Empathize

- Conducting primary and secondary research
- User studies and ethnographic research
- Identifying pain points through observation and empathy

Tools:
🛠 **Brainstorming, Mind Mapping, Contextual Inquiry, SWOT Analysis**

Project Work:

- Understanding the problem domain
- Empathizing with stakeholders

📌 Week 5-6: Phase 2 – Analyze / Understand / Define

- Defining and analyzing the problem area
- Using relational mappings and visualizations

- Synthesizing insights

Tools:

🛠️ **Personas, Journey Mapping, Concept Maps, Giga System Maps**

Project Work:

- Problem definition and documentation

📌 **Week 7-8: Phase 3 – Ideate / Alternate / Create**

- Generating creative and innovative solutions
- Alternate concepts and lateral thinking
- Exploring different approaches

Tools:

🛠️ **SCAMPER, Body-storming, Removing Mental Blocks, Rapid Idea Sketching**

Project Work:

- Ideating solutions based on research insights

📌 **Week 9-10: Phase 4 – Build / Prototype / Detail**

- Converting ideas into tangible prototypes
- Understanding user experience and interaction
- Testing initial mock-ups

Tools:

🛠️ **Paper Prototyping, Soft Prototyping, Information Architecture**

Project Work:

- Developing the first iteration of prototypes

📌 **Week 11-12: Phase 5 – Test / Feedback / Reflect**

- User testing and feedback
- Refining solutions based on iterative feedback
- Usability studies

Tools:

🛠️ **Hi-fidelity Prototypes, Usability Studies, Scenario Testing**

Project Work:

- Gathering feedback and refining the prototype

📌 **Week 13-14: Phase 6 – Business Model & Presentation**

- Developing a business model around the solution
- Market validation strategies
- Preparing for final project presentations

Tools:

🛠️ **Business Model Canvas, Pitch Deck Creation**

Project Work:

- Finalizing the solution and business feasibility

📌 **Week 15-16: DT&I Project Finalization & Case Studies**

- Learning from successful Design Thinking case studies
- Industry insights from experts
- Presentation of final projects

Project Work:

- Submission of **Final DT&I Project Report**
- Peer review and discussion

📌 **Learning Methodology**

- **Hands-on project-based learning**
- **Weekly exposure to design thinking tools and frameworks**
- **Engagement with industry case studies**
- **Expert guidance from professionals and mentors**

📌 **Course Features & Benefits**

✅ **Practical application** through an open innovation challenge
✅ **Exposure to cutting-edge DT&I tools** used in industry
✅ **Real-world case studies & expert insights**
✅ **Collaboration & peer learning opportunities**
✅ **Portfolio-ready project work**

📌 **Who Should Take This Course?**

🎯 **Entrepreneurs & Innovators** – Looking to create market-ready solutions
🎯 **Designers & Product Managers** – Wanting to master user-centric innovation
🎯 **Students & Professionals** – Interested in creativity and problem-solving
🎯 **Anyone looking to build a structured approach to innovation**

📌 **Course Certificate Advantage**

🏅 **Certificate of Completion** to showcase expertise
🏅 **Boosts career opportunities in innovation-driven fields**
🏅 **Recognized by industry leaders**

📌 **Industry Hiring with These Skillsets**

🏢 Google
🏢 Apple
🏢 IBM
🏢 TCS
🏢 Infosys
🏢 Accenture
🏢 Startups & Innovation Labs

This course is designed to **equip learners with design thinking skills** that can be applied across industries. Would you like to add any specific case studies or industry collaborations to the curriculum? 🚀