Digital Design Thinking

Code: DDT   Duration: 16 Hours

Synopsis:

The rise of the IoT may lead to huge changes in every element of interaction with customers, from warranties to service contracts to what you can learn for predictive selling. Design Thinking helps in defining customer's life cycle with the company, from initial contact, through sales, to post-sales service and hopefully recommendations to others. Digital Transformation with IoT changes the way we design, manufacture, distribute and use products. Placing Design Thinking at the heart of IoT deployment helps to identify the right gaps and hence the solutions.

In this workshop participants will learn the practical approach of design thinking in IoT and Digital Transformation projects.

Course Objective:

On completion of this course, learners will be able to:

- Define and draw a typical IoT architecture
- Analyze different components required to build an IoT solution
- Communicate with different IoT solutions vendors

Course Outline:

This course will cover:

1. Introduction to Internet of Things
2. Challenges and Key considerations in IoT Solutions Design
3. Operational and business understanding of IoT
4. Overall IoT ecosystem
5. Introduction to Design Thinking
6. Difference between traditional Design Thinking Vs Digital Design Thinking
7. Applied Methodology of Digital Design Thinking
    - **Discover:** understand the context by gaining empathy with the humans impacted by the challenge
    - **Define:** make sense of the insights collected during the previous phase to define the problem space.
    - **Develop:** stimulate your creativity to generate a large quantity of ideas. Identify the ones with the biggest impact potential.
    - **Deliver:** turn the most promising ideas into experiments and get instant user validation.

For Whom:

Business Leaders & Analysts, Project Managers, Solutions Architects & Pre-Sales Consultants, Senior Academic Staff

Entry Requirements:
Participants are assumed to be working professionals and understand the fundamentals of design thinking, project management.

Training Medium:
This course is conducted in English.

Training Methodology:
This course is delivered through mini-lectures, group activities and role-play.

Essential Requirement:
Participants are required to bring their personal laptop for the work assignment.

Assessment Methodology:
A work assignment and presentation are conducted at the end of the course.

Certification:
A Certificate of Proficiency from ELITC & AllThingsConnected will be awarded to trainees upon completing and passing the assessment. Otherwise, a Certificate of Participation will be issued to those who attained a minimum attendance of 75%.