

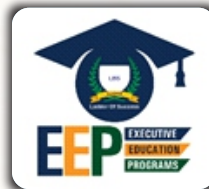


IBM Business
Analytics Lab

Initiative of the Career Education Program



In collaboration with:
Lloyd Business School, Greater Noida



Certification Course IN ENTERPRISE DESIGN **THINKING** INTEGRATED WITH **GENERATIVE AI**



DATE:

12th, 13th, 14th - DECEMBER - 2024

Online **Zoom** Platform

Program Overview:

The Professional Certificate Programme in **Enterprise Design Thinking Integrated with Generative AI**, offered by Lloyd Business School in association with IBM, provides a robust framework for effective problem-solving. This programme emphasizes empathizing with users, clearly defining challenges, generating innovative solutions, prototyping, and testing their feasibility.

Participants will gain practical skills and hands-on experience in identifying opportunities and fostering innovation through advanced AI technologies. By blending theoretical knowledge with real-world applications, the programme prepares learners to leverage AI for contemporary, market-relevant solutions. Design thinking is not just a trend; it is an essential toolkit for businesses looking to innovate and succeed in the 21st century.

Who Is This Programme For?

Middle level Managers who are wanting to raftd a journey of change

Professionals seeking innovative methodologies to solve business or consumer-focused problems with AI integration for better decision-making.

Also Faculty, Research Scholars and Students who would want to explore a journey of creative thinking.

Programme Highlights

- Live Masterclasses on Enterprise design thinking by Industry experts from IBM
- Hands-on Learning with Capstone Project and Case Studies

IBM CERTIFICATION IN DESIGN THINKING



The IBM certification will award a certificate of successful completion to participants who complete the programme successfully with 70% of score in evaluation.

A participant with less than 70% of score in the overall evaluation will not be awarded any certificate.

WORKSHOP TITLE: INNOVATE WITH EMPATHY A DESIGN THINKING JOURNEY THE IBM WAY

DAY 1

Workshop Outline

1. Introduction Welcome and Icebreaker

Quick introductions: Name, role, and one innovative product they love.

Icebreaker activity: "Two Truths and a Lie" related to design.

Workshop Objectives

- Understanding the design thinking process.
- Collaborating on real-world problems.
- Developing empathy for users.

2. Overview of Design Thinking

Presentation on Design Thinking

Define the five phases: Empathize, Define, Ideate, Prototype, and Test.

Discuss the importance of empathy and user-centered design

Video Case Study

Show a short video showcasing a successful design thinking project (e.g., IDEO's shopping cart).

3. Empathize

User Interviews

- Divide into pairs. Each participant interviews their partner about a specific problem or need they've encountered.
- Focus on open-ended questions to gain insights.

Empathy Mapping

Create an empathy map for the user based on insights gathered. Sections include: Says, Thinks, Does, Feels.

4. Define

Identify the Problem Statement

Groups consolidate insights from empathy maps to articulate a clear problem statement.

Use the "How Might We" framework to reframe challenges positively.

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DAY 1

5. Ideate

Brainstorming Session

Introduce brainstorming rules (e.g., no judgment, encourage wild ideas). Use techniques like mind mapping or SCAMPER to generate a wide array of ideas.

Dot Voting

Each participant votes on their favorite ideas to narrow down options.

6. Prototype

Building Prototypes

Groups create low-fidelity prototypes using materials like paper, markers, clay, or digital tools.

Encourage creativity and simplicity; focus on conveying ideas rather than perfection.

Prototype Gallery Walk

Teams display their prototypes, allowing others to walk around, ask questions, and provide feedback.

7. Test

Feedback Sessions

Each group presents their prototype to others for feedback.

Use structured feedback forms focusing on what works, what doesn't, and suggestions for improvement.

8. Reflection and Next Steps

Group Reflection

Discuss what participants learned about design thinking and its application.

Share thoughts on how they can implement design thinking in their own work.

Action Planning

Each participant writes down three actions they will take post-workshop to apply design thinking principles

GENERATIVE ARTIFICIAL INTELLIGENCE

DAY 2

Integrating Design Thinking with Generative AI

- 1 Combining AI with Design Processes
- 2 AI using machine learning - Applying models and algorithms
- 3 Tools and frameworks for integration
- 4 Case studies of successful applications
- 5 Practical exercises using generative AI tools
- 6 Collaborative projects to create AI-driven solutions

Implementation and Market Relevance

- Validating Solutions through Hypothesis testing using Jamovi
- Techniques for testing market viability using data analytics tools like Cognos
- Gathering and analyzing user feedback post-implementation

GenAI for Market Research

Leveraging AI for User Insights

Sentiment Analysis of Customer Feedback (NLP) using Orange Data Mining

Trend Analysis for Emerging Needs (ML)

Problem Framing with AI Assistance

Concept Generation with Generative AI

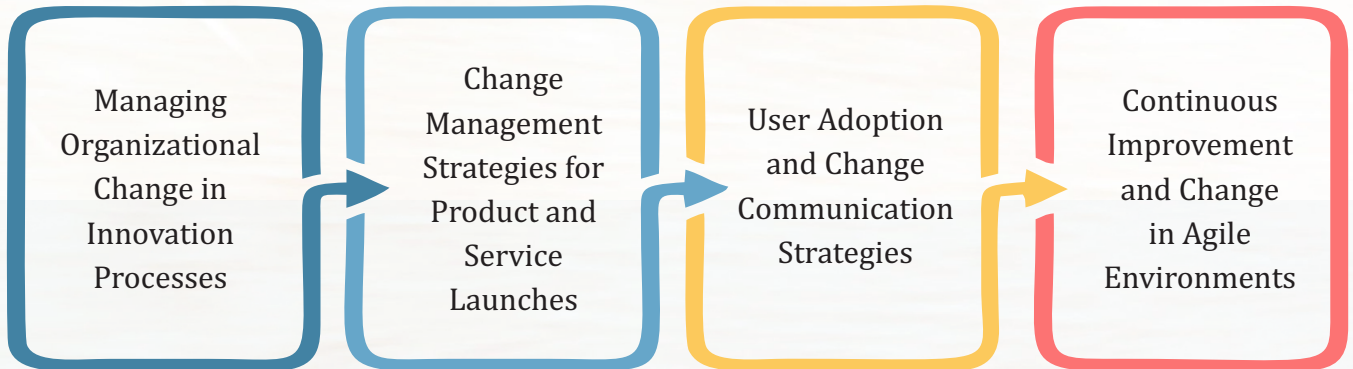
GenAI for Customer Engagement & User Experience

- AI-Driven Customer Segmentation and Targeting using Orange Data mining tool
- Leveraging AI for User Testing and Feedback Analysis
- Promoting Accessibility and Inclusivity in AI-Enhanced Design

LEADERSHIP AND CHANGE MANAGEMENT

DAY 3

Leadership and Change Management



Conclusion and Future Trends



DURATION: 3 DAYS (THURSDAY, FRIDAY & SATURDAY 10AM-1PM)

Format: Online (Combination of lectures, workshops, and hands-on projects)



This structure provides a comprehensive approach to mastering design thinking while leveraging the power of generative AI for innovative solutions.

Course Registration Link

Industry :	Researchers and Faculty	Students
Rs. 999/-	Rs. 899/-	Rs. 599/-



LAST DATE TO REGISTER
30th - November - 2024

LLOYD BUSINESS SCHOOL

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