

NOC: Understanding Design Thinking & People Centred Design - Video course

COURSE OUTLINE

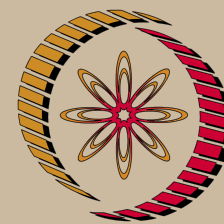
This is an introductory orientation to help enrollees understand the notions of Design Thinking and People Centered Design and how a PCD approach is different from traditional engineering or marketing focused approaches.

Today DT and PCD are being rapidly adopted and have achieved center stage by various industries. Students from any stream as well as professionals from various industries and levels of experience can learn these simple methods, concepts and tools. In order to master the topic however, they must actually execute a project to apply the teachings, which is not a part of this course.

Since this topic has very wide applicability, students will benefit from applying these in their projects and work thereafter, regardless of their area of work.

COURSE DETAIL

WeekNo.	Topics
1.	INTRODUCTION and PROBLEM DISCOVERY Intro to Design Thinking, People Centered Design & Evoking the 'right problem'
2.	RESEARCH AND ANALYSIS People and Context Research and Design Insights and Strategy
3.	CONCEPTING and BUILDING Conceptualize Designs, Create a Concept, Storyboarding and Rapid Prototyping
4.	TESTING, REFINING and PITCHING Usability Testing, Refine and Enhance Design and Define pitch



NP-TEL

NPTEL

<http://nptel.ac.in>

Humanities
and Social
Sciences

Pre-requisites:

Bachelors Degree in Engineering, Technology, Business, Architecture, Humanities

Coordinators:

Prof. Jhumkee Iyengar
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