

# Executive Program on **Design Thinking** at WeSchool Campus, Bengaluru



## KEY BENEFITS

- Understanding Design Thinking's Human-Centered Approach for Innovation and Problem-Solving.
- Hands-on exercises, case studies, and design sprints to provide practical experience applying prototyping and iterations.
- Application in various workplace functions like Product or service design, process design, Customer experience and organizational change.
- Skills to collaborate across all functions of the organization.

## OUR FACULTY

Prof. Prakash Unakal  
Subject Matter Expert

- Alumnus of IIT Mumbai with Master's in design (Industrial Design) and holds B. Tech. from NIT, Calicut. He has over three decades of professional experience and expertise are in product/ design and development, business innovation/creation and management. He has rich experience of working in India as well in USA.

His research areas of interest are innovation, new product design and development, new opportunity identification, creativity, strategic design, consumer behavior emotion, design education and management He is recipient of Linnaeus Palme International Faculty Exchange Scholarship, Malardalen University, Sweden. He holds design patents to his credit. He has conducted design thinking workshops for corporate executives.

## DATE

13th and 14th September, 2025

## TIME

9.30am Onwards

## REGISTRATION FEE

Fees : INR 12,000 + GST  
Early Bird / Group Discount Available



## CONTACT

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## VENUE

WeSchool Campus, Bengaluru

# Experiential Design Thinking and Innovation Workshop

**Learning Objective of the Workshop:** This workshop brings in learnings from design thinking approach for innovations by blending theory and practical application of tools and techniques for problem solving related to business challenges.

**Content:** It covers 3 key aspects of innovations : **Decode. Design. Develop.** This covers entire process of design thinking approach mainly in workshop mode by understanding and applying design and innovation tools/techniques for a chosen problem identified.

**Faculty:** Prof. Prakash V Unakal, Dean (Business Design and Innovation), WeSchool, Bangalore.

## SCHEDULE

Day 1 : Schedule : 13th September 2025 at WeSchool Campus.

Sr.No	Time	Session Details	Duration
1.	9:30 AM - 11:00 AM	▶ <b>Session : Design : Learn by doing</b> • Hands on Design Activity	1 Hour 30 Mins
Tea Break 11:00 AM to 11:15 AM			
	11:15 AM to 12:15 PM	▶ <b>Session : Design : What, Why and How</b> • Creativity, Design, Innovation & Business • Why Design/Innovation Now is important to business • Design Cases	1 Hour
2.	12:15 PM to 12:45 PM	▶ <b>Empathy Session : Stakeholder Mapping &amp; Analysis</b> • Pain Points Identification & Empathy Mapping <b>Problem Identification Session</b>	30 Mins
3.	12:45 PM to 01:00 PM	▶ <b>Define Session : Reframing Problem Definition</b> • Arrive at Problem Statement to work upon	15 Mins
4.	01:15 PM to 01:30 PM	▶ <b>Ideate Session : Idea Generation Session</b> • Introduction to Ideation Techniques	15 Mins
Lunch Break 1:30 PM to 2:15 PM			
5.	02:15 PM to 04:15 PM	▶ <b>Ideate Application : Workshop Mode</b> • Apply Technique for Ideation : Hands-On	2 Hour
Tea Break 4:15 PM to 4:30 PM			
6.	4:30 PM to 5:30 PM	▶ <b>Ideate Application : Idea Shortlisting :</b> • Criteria for Shorting listing Ideas • Short listing of ideas • Final Idea Shortlisted to create mockup	1 Hour



## SCHEDULE

**Day 2 : Schedule : 14th September 2025 at WeSchool Campus.**

Sr.No	Time	Session Details	Duration
1.	09:30 AM to 10:30 AM	<ul style="list-style-type: none"> <li>▶ Ideate Application : Workshop Mode</li> <li>• Technique for Ideation</li> </ul>	1 Hour
2.	10:30 AM to 10:45 AM	<ul style="list-style-type: none"> <li>▶ Final idea Shortlisting : for MOCKUP Model</li> <li>• Final Idea Shortlisted : Plan for mockup</li> </ul>	15 Mins
<b>Tea Break 10:45 AM to 11:00 AM</b>			
3.	11:00 AM to 12:00 PM	<ul style="list-style-type: none"> <li>▶ Prototype Session : Mockup Model</li> <li>• Model Making Techniques</li> </ul>	1 Hour
4.	12:00 PM to 01:00 PM	<ul style="list-style-type: none"> <li>▶ Quick Prototype Application : Hands on Workshop</li> <li>• Hands on Practical Mockup Model Making by Delegates</li> </ul>	1 Hour
<b>Lunch Break 1:00 PM to 2:00 PM</b>			
5.	02:00 PM to 04:00 PM	<ul style="list-style-type: none"> <li>▶ Quick Prototype Application : Mockup Model Building (Continued) : Workshop Mode</li> <li>Feedback/Review : 1 mockup model</li> </ul>	2 Hour
<b>Tea Break 4:00 PM to 4:15 PM</b>			
6.	4:15 PM to 05:00 PM	<ul style="list-style-type: none"> <li>▶ Mockup Model Presentation : 1 mockup model</li> </ul>	45 Mins