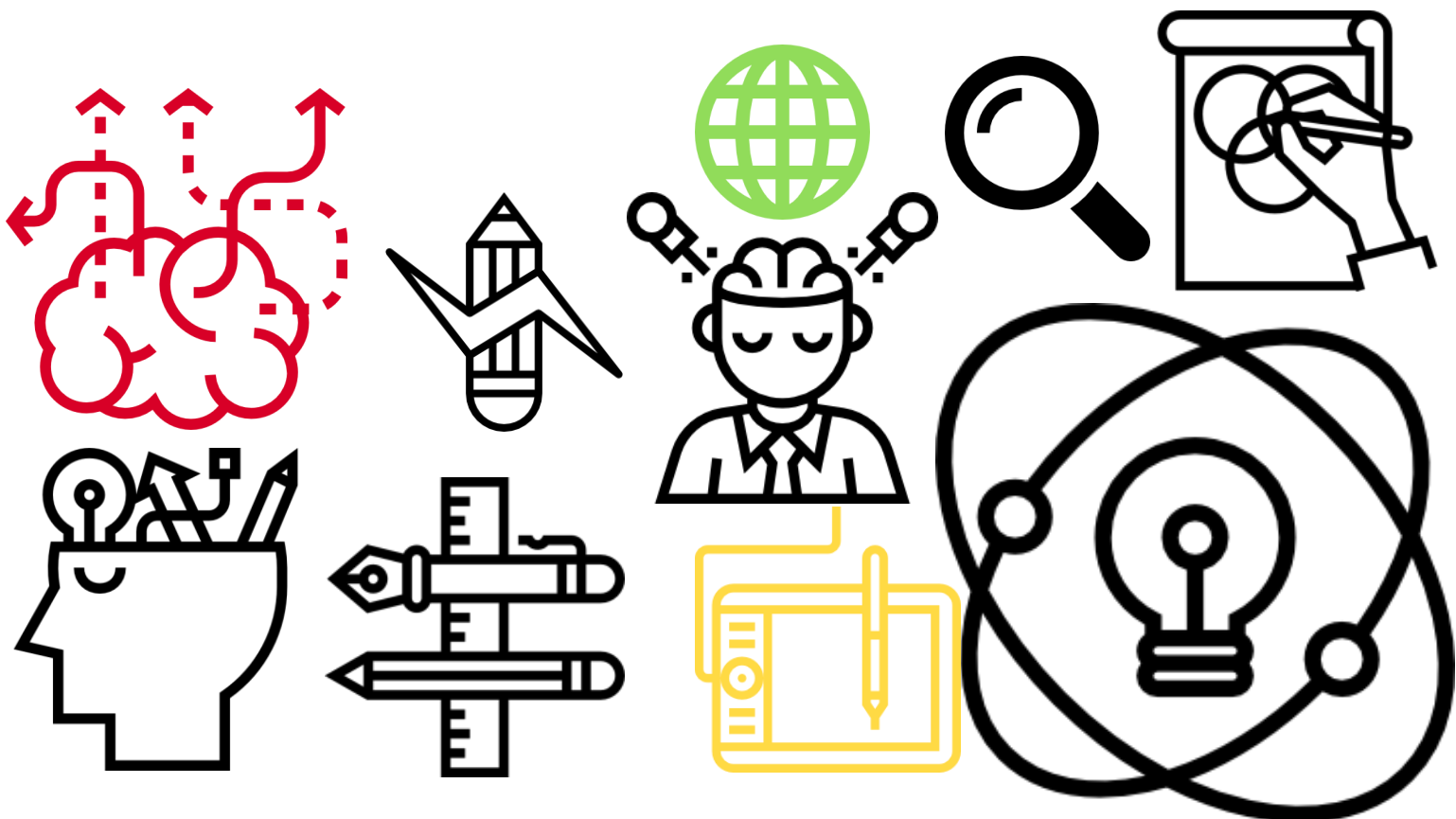




Design Thinkers Club



WHY?

Enabling the youth to creatively solve problems and learn real life skills, especially since creativity will be the most valuable career skill by 2020.

WHAT?

Design Thinking is an approach to problem solving pioneered at Harvard and Stanford University, and practiced with great success at companies like Apple, Coca-Cola and Infosys.

HOW?

The Design Thinkers Club enables children to learn and apply these principles through fun, creative projects.

In this programme, students will be immersed in design thinking ideologies through a 5 step process.

1. Empathize

It is important for youngsters to be aware of the different perspectives of people, including their family, friends, classmates, teachers, etc.

Skills – interviewing, learning from observation

2. Define

Youngsters have loads of information coming their way every day. They need to learn how to synthesise this information so they can identify patterns and focus on the key insights.

Skills – problem definition, reframing, pattern recognition

3. Ideate

Youngsters must accept creativity as a skill that can be enhanced through practice, as opposed to some sort of black magic.

Skills – brainstorming, evolving ideas, borrowing

4. Prototype

The real world values action more than ideas, so youngsters must be well equipped to rapidly turn their ideas into action.

Skills – rapid prototyping, paper prototyping

5. Test

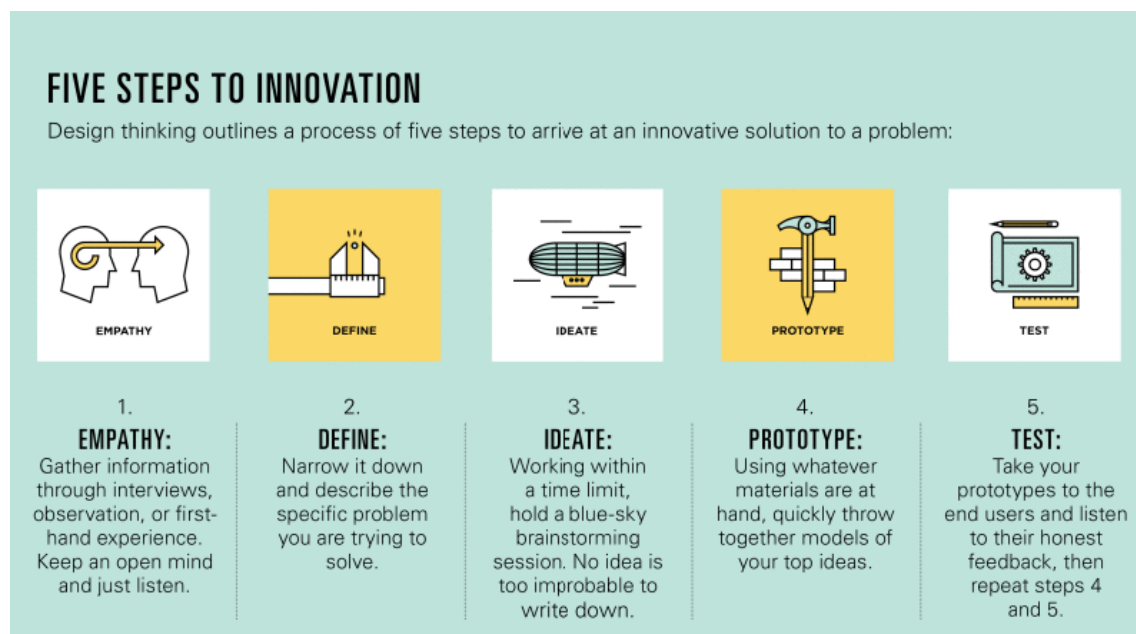
For youngsters to not be afraid of failing, they must embrace the concept of versioning and testing.

Skills – testing loops, think aloud testing

WHY DESIGN THINKING?

Design Thinking is a systematic process of thinking that empowers even the most traditional thinker to develop new, innovative solutions to the problem at hand. Everybody can be creative by following this process – it is human-centred creativity with purpose.

The Future of Work study published by the World Economic Forum in 2016 asserts that creative problem solving will be the most valuable career skill by 2020. Design Thinking has been the most effective and valuable method of creative problem solving over the past 10 years, as proven by top companies (Apple, Pepsi, Infosys), top institutions (Stanford, Harvard) and top business leaders (Indra Nooyi, Nandan Nilekani).



HOW DO WE IMPLEMENT IT?

Design Thinkers Journey

Students will build 5 core mindsets and equip themselves with the supporting skills through creative, fun projects. #LearnByDoing

Creative

Confidence

Students will build their creative problem solving skills through activities like building their own board games.

MINDSET

01



Empathy

Students will learn why and how to understand people from different perspectives by doing exercises like appreciative inquiry.

MINDSET

02



Embracing Uncertainty

With more options comes more uncertainty. Students will develop their ability to deal with uncertainty by designing multiple versions of the lives they want to lead.

MINDSET

03



Rapid Prototyping

Students will learn how to rapidly move from an idea to action by building actual products they ideate like a new wallet for their parents.

MINDSET

04



Iteration

Students will build their capacity to learn from failure and the value of thinking in versions by designing and re-designing their week to upgrade their academic and overall performance.

MINDSET

05



STUDENT VIEW

Being Pathfinders, written by **Anne Tharakan** and **Sana Sultana**

I For Indya was begun with the motive of empowering the Indian youth in a way that no amount of rote learning or textbook memorisation ever could. It allows the youth to gain first-hand experience of real-life problem solving using design thinking techniques pioneered at Stanford University.

For our project, we wanted to solve a social issue, so we partnered with Dignity Foundation, a non-profit for elderly citizens and is one each of us will remember for years. Being presumptuous teenagers, we expected something akin to the stereotypical image of an old age home at Dignity. A place filled with lonely individuals with sad, sullen eyes, idly reading books or knitting sweaters in isolated corners. What we saw, however, was a group of empowered and dedicated elderly citizens who were simultaneously independent and supportive of one another. They were more than happy to let us catch a glimpse of their lives and give us a better understanding of their daily struggles. Their warm welcome, and the air of joy we felt being in what they called their home, made each of us feel far more determined than we already were, to come together and solve their challenges in any way we could.

To satisfy this determination, we gathered to discuss the array of challenges they faced, which ranged from their physical and emotional isolation to their fear of loss of Indian traditions and culture. Once we understood and defined their issues and aspirations, we applied design thinking and innovation techniques to brainstorm various ideas. We finally decided to use already existing technology to help the members of Dignity Foundation; Skype to bring them closer to their loved ones and Practo to meet their health-care needs.

After two weeks of thought and preparation, we returned to Dignity once more to run a two hour session for the elderly citizens. This time however, along with the same excitement as our first visit, we felt a strange sense of nervousness. How would our session go? Would it help them at all? However, just like the first time, we were greeted with warm smiles and happy faces and it was all too easy to begin our icebreaker session, which was a short story-building game that resulted in a hilarious Rajnikanth themed discussion!

WHO ARE WE?

I for Indya is a creative consultancy that enables individual to grow through creative problem solving and experiential learning using the design thinking ideology.

Methodology

- We use a combination of world renowned Design Thinking practices and our unique 3H model: Heart, Head and Hand. This method assures clarity, commitment and creativity, which are the cornerstones of high performing individuals.
- Top companies like Apple and Pepsi, and illustrious educational institutions such as Stanford University and Harvard University have embraced this human-centric, creative approach to problem-solving. Here at IFI, we also utilize Design Thinking via our 3H model.

Track Record

- 1000+ individuals have been through our creative problem solving programmes
- 10+ youngsters have launched innovative products and businesses within 8 weeks
- 10+ programmes at education institutions (including in the United States)
- 10+ companies have solved their top business challenges collaborating with us
- 9.25 / 10 is our average rating across all programmes

Team

- Certified Design Thinking Coaches
- Top 5% of performers in companies based in USA and UK
- Honours students at top business and engineering colleges in USA and UK
- 5+ years' experience coaching youngsters in creative problem solving



Raashid Navlakhhi - Founder

Certified Design Thinking Coach | Top 5% of performers at Accenture, London | Top 5% of performers at business school, University of Bath



Urvashi Goverdhan - Design Lead

Certified Design Thinking Coach | Top 5% of performers at VM Ware, USA | Top 5% of performers at engineering school, Georgia Tech



Sharan Hegde - Design Researcher

Certified Design Thinker | Experienced in facilitating Design Thinking sessions for youngsters (Baldwins, New Horizon)



Jaswanth Samba - Design Researcher

Certified Design Thinker | Experienced in facilitating Design Thinking sessions for companies (NIIT, UpGrad)

TESTIMONIALS

“The top highlight was of how from original ideas we can make better unique things “

- Vishrut Raju
(Grade 6 - Deen’s Academy)

“It was that we were creating a game as creating our own things. I would also like to tell that we can create something else not only games”

- Raniah
(Grade 6 - Deen’s Academy)

“The whole journey with I For Indya changed the course of my career and boosted it beyond what I could have ever imagined”.

- Sindhoora Yalla,
Masters student at Domus Academy, Milan,
Founder of Blue Collar

“The knowledge of designing thinking has been a major power in my life through IFI. They help me to think and ideate any given problem at any situation so now I am so brave and achieved my career goal using design thinking success.

IFI will be your guiding light to your life goals. ”

-Caroline Francis
IFI Fellow



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