



**DIGITAL
REGENESYS**
Awakening Potential

DESIGN THINKING

Advanced Techniques for Problem-Solving



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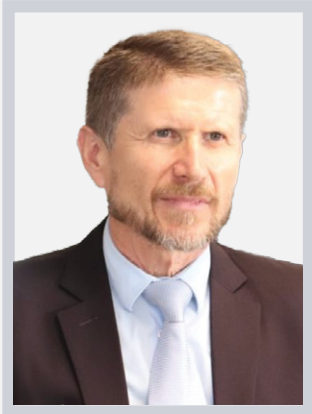


Massmart + Walmart



and many more..

CHAIRPERSON'S FOREWORD



I am delighted to welcome you to Digital Regenesys, part of the Regenesys Group. The purpose of Regenesys is to help individuals awaken their potential and achieve their dreams. New technologies, social media, and innovation have sparked a digital revolution that is rapidly changing the world. The digital revolution demands a new breed of professionals to succeed in the new digital world. To give you a competitive advantage, we have developed cutting-edge digital programmes in the areas of information technology and management. Our programmes are facilitated by leading experts, entrepreneurs, and academics from top local and international institutions.

Regenesys is a global education institute with presence in USA, South Africa, India, Nigeria, Kenya, Tanzania, Croatia & Uganda, delivering cutting-edge online and contact learning programmes. Over the past 25 years, Regenesys has educated more than 300,000 students from 190+ countries, and delivered corporate education programmes to 1000 reputable local and multinational companies. The majority of them are large multinationals such as Mercedes-Benz, Microsoft, Coca-Cola, Barclays, and Samsung, to name a few.

Regenesys alumni occupy top leadership positions in multinational corporations and government institutions all over the world, and form a very influential alumni network that supports its members with business opportunities across the world.

Get inspired, energised, and transform your career with programmes grounded in the realities of the new digital world. I wish you success on your journey towards greatness.

Dr Marko Saravanja

Executive Chairperson
Regenesys Group

DESIGN THINKING: EMBRACING INNOVATION ON A GLOBAL SCALE

The Business Value of Design

"The Business Value of Design" is a report published by McKinsey & Company that highlights the financial impact of design on business success. The report is based on a survey of over 300 companies, along with in-depth interviews and case studies. The report found that companies that invested in design outperformed their peers by a significant margin, with a 32% higher revenue growth and a 56% higher total shareholder return over a five-year period. The report also found that design can be a powerful tool for driving innovation, enhancing the customer experience, and improving employee satisfaction. However, the report also highlights several challenges that companies face when trying to integrate design into their operations, including a lack of understanding of design's value, siloed design functions, and a focus on short-term results over long-term impact.

Overall, the report emphasises the importance of design as a strategic business tool that can deliver tangible financial benefits and help companies to differentiate themselves from their competitors.

The Value of Design Thinking in Business

"The Value of Design Thinking in Business" is a report published by IBM that highlights the benefits of using design thinking in business. The report shows that design thinking can help organizations achieve a 75% reduction in time to market, a 50% increase in efficiency, and a 300% increase in return on investment. The report also emphasises the importance of empathy in the design thinking process, as understanding and empathising with users can lead to the creation of products and services that truly meet their needs. In addition, the report highlights the value of collaboration and cross-functional teams in the design thinking process, as this can lead to more creative and effective solutions.

Overall, the report underscores the significant impact that design thinking can have on business success, including improved financial performance, increased efficiency, and better user experiences.

Design Thinking Can Boost Your Bottom Line

The Forbes article "Design Thinking Can Boost Your Bottom Line" discusses how design thinking can have a positive impact on a company's financial performance. The article highlights how design thinking, which is a human-centered approach to problem-solving, can help businesses create products and services that better meet the needs of their customers. The article cites several examples of companies that have successfully implemented design thinking and seen improved financial performance as a result. The author concludes that design thinking can be a powerful tool for businesses looking to differentiate themselves from their competitors and achieve financial success.

Why this course is your need?

In today's rapidly changing global market, professionals and entrepreneurs need advanced problem-solving skills to stay ahead of the curve. That's where design thinking comes in. Design thinking is not just a simple problem-solving approach - it's a powerful tool for innovation and growth. By learning design thinking, professionals and entrepreneurs can gain a competitive edge by creating products and services that truly meet the needs of their customers and stand out in the crowded global market. Design thinking is particularly valuable for global professionals and entrepreneurs because it's a versatile and adaptable approach that can be applied to a wide range of challenges. Whether you're launching a new product, improving an existing service, or addressing a complex organisational problem, design thinking can help you to uncover the root causes of the problem and generate creative solutions that work. Furthermore, design thinking fosters a collaborative mindset that can help global professionals and entrepreneurs to work effectively with diverse teams and partners from different cultural and linguistic backgrounds. This collaboration can be a powerful force for innovation, as it brings together different perspectives and expertise to create solutions that are more effective and inclusive. Overall, learning design thinking is an essential skill for global professionals and entrepreneurs who want to thrive in today's competitive market. It can help you to differentiate yourself by creating innovative solutions that truly meet the needs of your customers, while fostering a collaborative mindset that can lead to even greater success in the global marketplace.

How Digital Regenesys is helping you get this skill?

Digital Regenesys' Design Thinking course is an online course that provides a comprehensive understanding of its principles, policies, and practices. Learning design thinking from us, you can gain a range of valuable benefits and impacts, including:

- Enhanced problem-solving skills: Design thinking will help you to approach problems in a more structured and systematic way, enabling you to identify root causes and generate creative solutions that truly meet the needs of your customers.
- Increased innovation: Design thinking encourages a culture of experimentation and risk-taking, enabling you to come up with new ideas and approaches that can differentiate you from your competitors.
- Better collaboration: Design thinking fosters a collaborative mindset, helping you to work effectively with diverse teams and partners from different backgrounds and perspectives.
- Improved user experience: Design thinking emphasises empathy for users, enabling you to design products and services that truly meet their needs and deliver a better user experience.
- Higher customer satisfaction: By designing products and services that truly meet the needs of your customers, you can increase customer satisfaction, loyalty, and retention.
- Competitive advantage: By leveraging design thinking, you can differentiate yourself from your competitors by creating products and services that truly stand out in the crowded market.

Overall, learning design thinking from us can help you to become a more effective problem solver, innovator, and collaborator, while delivering better user experiences, higher customer satisfaction, and a competitive advantage in your field.



MODULE 1:

Introduction to Design Thinking Foundations

Design Thinking Foundations is a module that focuses on the basics of design thinking, providing learners with the fundamental knowledge and skills to identify critical problems and create innovative solutions. The module begins with exploring of creative and critical thinking and various problem-solving approaches. It then delves into Maslow's Hierarchy of Human Needs and its relationship with human-centred problem-solving. Throughout the module, learners will be introduced to the basic terminology and features of design thinking and will learn how to apply the value stream to it. They will also understand how to integrate lean thinking into design thinking and conduct stakeholder analysis for effective problem-solving. The module is designed to provide learners with practical exercises and hands-on training to help them master design thinking principles. By the end of the module, learners will have a solid foundation in design thinking and be able to apply it to their projects. Overall, Design Thinking Foundations is an important module for those seeking to develop problem-solving skills and create innovative solutions in their respective fields.

Learning Outcome: The Design Thinking Foundations module aims to provide learners with the fundamental knowledge and skills to identify critical problems and create innovative solutions. By the end of the module, learners will be able to apply design thinking principles to real-world projects, integrate lean thinking into design thinking, conduct stakeholder analysis for effective problem-solving, and develop problem-solving skills to create innovative solutions in their respective fields. The module focuses on understanding the difference between creative and critical thinking, Maslow's Hierarchy of Human Needs, basic terminology and features of design thinking, and how to apply the value stream to design thinking.

TOPICS:

Identifying Critical Problems:

- Creative versus Critical Thinking
- Problem Solving Approaches



Design Thinking Foundations:

- Maslow's Hierarchy of Human Needs & its Implications for Human-Centred Problem Solving
- Design Thinking Features & Basic Terminology
- Stakeholder Analysis for Design Thinking

MODULE 2:

Innovation and Design Thinking

Innovation and design thinking are closely related concepts that can be used together to drive organisational success. Innovation involves introducing new ideas, products, services, or processes to the market, while design thinking is a human-centred approach to problem-solving that focuses on understanding users' needs and developing innovative solutions to meet those needs. Design thinking can help organisations generate innovative ideas by providing a framework for empathising with users, defining the problem, ideating and prototyping solutions, and testing and iterating those solutions. By using design thinking to develop new products or services, organisations can create solutions that better meet users' needs and increase the likelihood of success in the market. Innovation, On the other hand, innovation is critical for organisations to stay competitive and grow. Organisations can differentiate themselves from competitors by continually introducing new products, services, or processes and meet evolving market needs. Design thinking can be used as a tool to drive innovation by providing a structured approach to identifying new opportunities and developing solutions that meet users' needs. Overall, the combining of innovation and design thinking can help organisations stay competitive in today's rapidly changing market by providing a framework for developing new ideas and solutions that meet users' needs.

Learning Outcome: Understanding the relationship between innovation and design thinking, analysing the impact of innovation on design thinking outcomes, applying design thinking principles to drive different types of innovation, developing empathy and observation skills for human-centred innovation, and evaluating the role of human-centred innovation in driving business success and integrating it into organisational culture. By completing these learning outcomes, individuals will be better equipped to apply design thinking principles to drive innovation and develop solutions that meet users' needs in various organisational contexts.

TOPICS:

What is Innovation

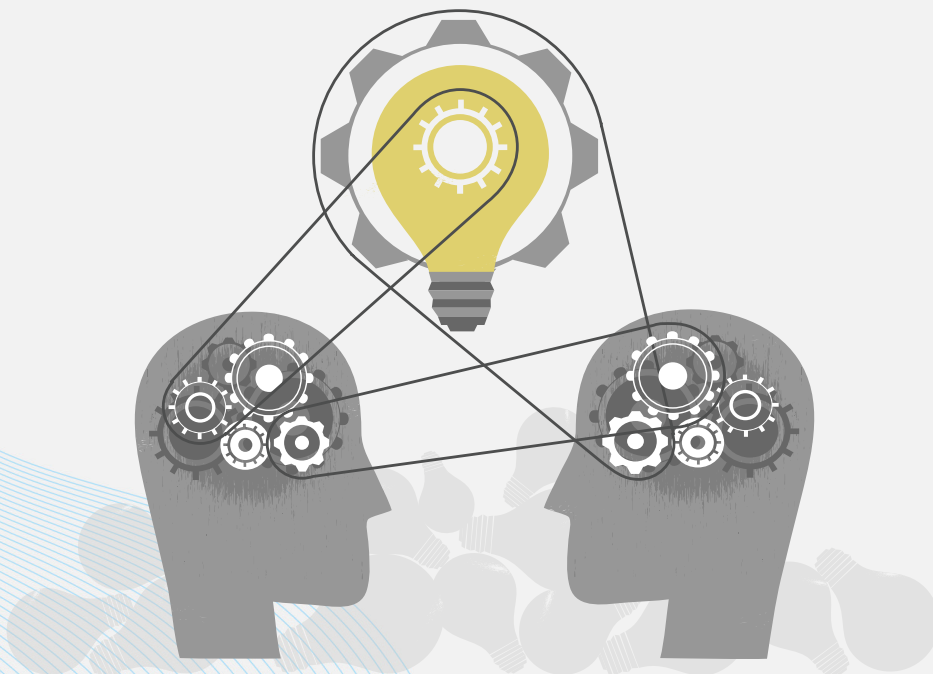
- Defining innovation in the context of design thinking
- Understanding the relationship between design thinking and innovation
- Examining the impact of innovation on design thinking outcomes
- Leveraging design thinking to drive innovation in organisations

Types of Innovation

- Exploring different types of innovation and their relevance to design thinking
- Incremental innovation and design thinking
- Radical innovation and design thinking
- Disruptive innovation and design thinking
- Sustaining innovation and design thinking
- Open innovation and design thinking

Human-Centred Innovation

- Defining human-centred innovation and its importance in design thinking
- Understanding the principles of human-centred innovation
- Applying empathy and observation in human-centred innovation
- Developing innovative solutions that meet users' needs through human-centred innovation
- The role of prototyping and iteration in human-centred innovation
- Integrating human-centred innovation into organisational culture.



MODULE 3: ---

Design Thinking Mindset

To understand the mindset and approach to problem-solving that is at the core of the design thinking process. The design thinking mindset involves adopting a perspective that is focused on the user, being open to new ideas, collaborating with others, and being adaptable. This approach requires individuals to approach problems with empathy and understanding, taking into account the needs and experiences of users. The design thinking mindset also involves a willingness to experiment, iterate, and take risks in order to develop innovative solutions. In essence, the design thinking mindset is a set of values and attitudes that enable individuals to address complex problems and create effective solutions.

Learning Outcome: The Design Thinking Mindset module includes understanding the key elements of the design thinking mindset, recognising the need for this approach in problem-solving, and applying it to real-world challenges. Learners will develop skills in conducting research and gaining insights, ideation and brainstorming, prototyping and testing, and iterating and refining solutions. Additionally, the module covers the integration of lean thinking into the design thinking process, with a focusing on reducing waste, creating value, continuous improvement, data-driven decision making, and collaboration. Ultimately, learners will have the mindset, skills, and strategies to approach problems with empathy, creativity, and innovation to arrive at effective solutions.

TOPICS:

Elements of Design Thinking Mindset:

- User-centred perspective
- Open-mindedness
- Collaboration
- Adaptability
- Empathy
- Experimentation
- Iteration
- Risk-taking



Need for Design Thinking Mindset:

- Increasing complexity of problems
- Need for user-centred solutions
- Competitive advantage in the market
- Adaptability to changing circumstances
- Innovation in problem-solving

Applying Design Thinking Mindset to real-world problems:

- Defining the problem
- Conducting research and gaining insights
- Ideation and brainstorming
- Prototyping and testing
- Iterating and refining solutions

Applying Lean thinking into Design Thinking:

- Applying the Value Stream to Design Thinking
- Integrating Lean Thinking into Design Thinking
- Reducing waste and inefficiencies
- Focusing on value creation
- Continuous improvement
- Use of data to inform decision-making
- Collaboration and teamwork



MODULE 4:

Design Thinking for Creative Problem Solving

To use design thinking principles and methods to solve complex problems. The process involves identifying user needs, conducting research, ideating and brainstorming, prototyping and testing, and iterating until a viable solution is developed. The design thinking approach involves a user-centred perspective, collaboration, experimentation, and iteration to arrive at innovative solutions. By using this problem-solving approach, individuals and organisations can address complex challenges and create meaningful solutions that meet the needs of users.

Learning Outcome: This module includes understanding the five-stage process of design thinking process and its application in solving complex problems. Learners will be able to identify design challenges, conduct research and gain insights, define problem statements, and generate a wide range of solutions using ideation and prototyping techniques. They will also be able to test and iterate solutions based on user feedback to arrive at viable solutions. Additionally, learners will recognise the potential applications of design thinking in their industry and understand how to tailor design thinking methods to specific contexts. They will develop the skills to collaborate effectively and engage in cross-disciplinary problem-solving, applying design thinking principles to real-world challenges. By the end of the module, learners will have gained a mindset focused on user-centred problem-solving, creativity, innovation, and iteration. They will be able to approach complex problems with empathy and effectively generate solutions that meet user needs.

TOPICS:

Design Challenges & Preliminaries:

- Understanding the challenge or problem to be solved
- Identifying stakeholders and user needs
- Conducting research and gaining insights
- Defining the problem statement and scope

An Introduction to the five-stage Process of Design Thinking:

- Empathise: Understanding the user's perspective and needs
- Define: Refining the problem statement and identifying user needs
- Ideate: Generating a wide range of ideas and solutions
- Prototype: Building and testing a prototype of the proposed solution
- Test: Collecting feedback and iterating the solution until it is refined and viable

Identifying situations where learners can apply such frameworks in their industry:

- Recognising the potential applications of design thinking in various industries
- Understanding how to tailor design thinking methods to specific industries and contexts
- Identifying opportunities for collaboration and cross-disciplinary problem-solving

Apply Design Thinking Framework to Real-World Challenges:

- Using design thinking principles to address complex problems
- Conducting user research and gaining insights
- Ideating and generating a wide range of ideas
- Prototyping and testing solutions
- Iterating and refining solutions based on feedback

Implementation Timeline:

- Developing a timeline for implementing solutions
- Identifying critical milestones and deliverables
- Developing a project plan and budget
- Resource allocation and management

Considerations for Resource Allocation:

- Identifying the necessary resources for implementation
- Budgeting and allocating resources effectively
- Managing resources and identifying potential risks
- Ensuring sustainability of the solution over time

MODULE 5: _

Establishing Design Thinking in Organisations

This topic elaborates on the process of integrating design thinking principles and methods into an organisation's culture and practices. This involves creating a mindset that is focused on user-centred problem-solving, collaboration, experimentation, and iteration. The goal is to create an organisational culture that values creativity, innovation, and continuous improvement. This process requires leadership support, clear communication, and the establishing a framework for design thinking implementation. Ultimately, the aim is to create an environment that supports the development of effective, user-centred solutions that meet the needs of stakeholders and drive business success.

Learning Outcome: Learner is able to understanding the challenges and opportunities of scaling up design thinking, developing a framework for scaling up, identifying critical success factors, establishing processes for collaboration and communication, building a culture of design thinking, understanding the relationship between design thinking and organisational culture, developing a culture of innovation and experimentation that supports design thinking, creating an environment that supports collaboration, creativity, and continuous improvement, establishing processes for leadership support and buy-in for design thinking initiatives, measuring the impact of design thinking on organisational culture and performance, and identifying areas for improvement.

TOPICS:

Scaling up:

- Understanding the challenges and opportunities of scaling up design thinking
- Developing a framework for scaling up
- Identifying critical success factors
- Establishing processes for collaboration and communication
- Building a culture of design thinking across the organisation

Design Thinking & Organisational Culture:

- Understanding the relationship between design thinking and organisational culture
- Developing a culture of innovation and experimentation
- Creating an environment that supports collaboration and creativity
- Establishing processes for continuous improvement
- Developing leadership support for design thinking initiatives
- Measuring the impact of design thinking on organisational culture and performance

MODULE 6:

Digital Transformation: Integrating Design Thinking and Technology

The course covers various topics, including design thinking principles, digital transformation. Through lectures, case studies, and hands-on exercises, Learner will learn how to use design thinking methodologies and digital technologies to drive innovation and transform business operations. The course covers various topics, including the principles of design thinking, digital transformation strategies, emerging technologies such as artificial intelligence and the Internet of Things (IoT), and the role of data and analytics in driving innovation. Learner will also learn how to apply design thinking principles to digital transformation initiatives, using tools and techniques such as rapid prototyping, user testing, and agile project management. The course emphasises a human-centred approach to digital transformation, with a focus on creating innovative solutions that meet the needs of users and stakeholders. Upon completion of the course, Learner should be able to identify opportunities for digital transformation, use design thinking methodologies to drive innovation, and leverage digital technologies to transform business operations. The course aims to equip Learner with the skills and knowledge necessary to succeed in a rapidly changing digital landscape.

Learning Outcome: This module aims to provide an understanding of digital transformation and its impact on modern organisations. Learner will learn to identify the challenges and opportunities associated with digital transformation and recognise the role of emerging technologies and business models in driving digital transformation. The topic will also cover the importance of leadership in driving digital transformation initiatives and identify key success factors for implementing digital transformation. As well as Learner will learn to conduct user research and develop empathy for digital transformation, ideate and prototype innovative digital solutions, and test and iterate solutions using user testing and agile project management. The topic will also emphasise the importance of fostering a culture of innovation to drive digital transformation initiatives.

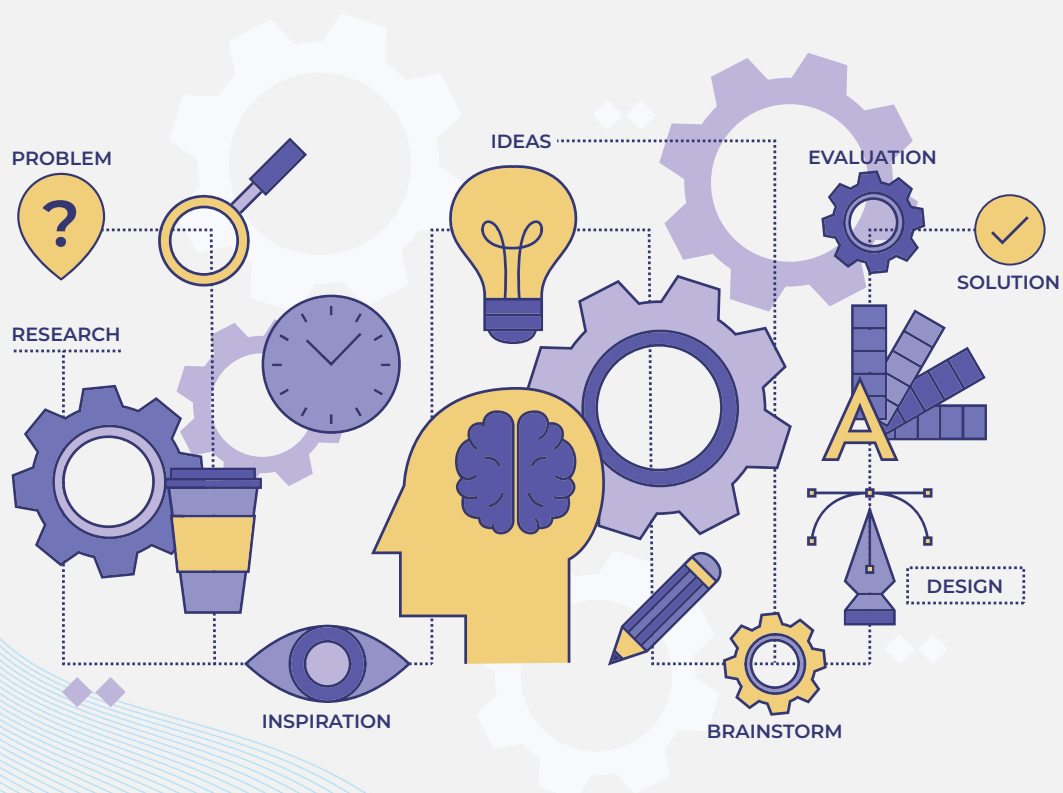
TOPICS:

Introduction to Digital Transformation:

- What is Digital Transformation?
- The Impact of Digital Transformation on Organisations
- Digital Transformation and Business Models
- Emerging Technologies and Digital Transformation
- Leadership and Digital Transformation
- Challenges and Opportunities of Digital Transformation
- Key Success Factors for Digital Transformation

Design Thinking as a Strategy for Digital Transformation

- Introduction to Design Thinking
- Design Thinking in the Context of Digital Transformation
- User Research and Empathy in Design Thinking
- Ideation and Prototyping in Design Thinking
- User Testing and Iteration in Design Thinking
- Agile Project Management for Digital Transformation
- Creating a Culture of Innovation in Digital Transformation.



MODULE 7:

User Experience Research and Design Thinking

This topic emphasises the role of design thinking in driving innovation through user experience research. It highlights the importance of a user-centred approach to design thinking and the value of conducting user experience research to better to understand users' needs and preferences better. By leveraging design thinking principles and user experience research, individuals and organisations can develop innovative solutions that meet users' needs and drive business success.

Learning Outcome: The learning outcome of the topic is to provide Learner with a deep understanding of the relationship between user experience research and design thinking. By the end of the course, Learner should be able to apply design thinking principles to their own projects and processes, integrating user experience research to develop innovative and user-centred designs. They will gain the skills to identify user needs and preferences, conduct effective user experience research, analyse research data, and develop prototypes based on user feedback. Additionally, they will learn best practices for evaluating the impact of user experience research on design thinking outcomes and overcoming common challenges that may arise in the process. By mastering these skills, Learner will be well-prepared to drive innovation in a variety of fields, leveraging the power of user-centred design thinking and user experience research.

TOPICS:

Introduction to User-Centred Design Thinking

- Understanding the principles of user-centred design thinking
- Benefits of using user-centred design thinking for innovation
- Overview of the design thinking process

The Importance of User Experience Research in Design Thinking

- Understanding the role of user experience research in design thinking
- Overview of different types of user experience research
- Advantages and limitations of user experience research

Techniques for Conducting User Experience Research:

- Surveys
- Interviews
- Focus groups
- Usability testing
- Ethnographic research
- Participatory design

Integrating User Experience Research into the Design Thinking Process

- Understanding the role of user experience research in different stages of design thinking process
- Techniques for synthesising user experience research insights
- Identifying user needs and pain points to inform design decisions

Analysing User Experience Research Data to Inform Design Decisions:

- Analysing quantitative data
- Analysing qualitative data
- Techniques for making sense of complex user experience research data

Prototyping and Iterating Designs Based on User Experience Research

- Understanding the role of prototyping and iteration in design thinking
- Best practices for prototyping designs informed by user experience research
- Techniques for incorporating user feedback into design iterations

Evaluating the Impact of User Experience Research on Design Thinking Outcomes

- Methods for measuring the impact of user experience research on design thinking outcomes
- Understanding the benefits of user experience research for driving innovation
- Case studies of successful user experience research and design thinking collaborations

Overcoming Challenges and Obstacles in Integrating User Experience Research and Design Thinking

- Common challenges in integrating user experience research and design thinking
- Strategies for overcoming these challenges
- Best practices for incorporating user experience research into design thinking processes.

MODULE 8:

Design Thinking for Data Science: User Needs and Data Insights

This course is designed to explore the intersection between data science and design thinking. Participants will learn how to apply data science techniques to design thinking to develop user-centred and data-driven solutions. The course will cover key concepts and tools in data science, as well as how to apply them to design thinking in practical ways.

Learning Outcome: The learning outcome of this module is to understand the principles of design thinking and how they can be applied in data science. Along with that, understand the data science process and the importance of data-driven decision-making. Use design thinking principles to identify and define data science problems and apply ideation techniques to generate ideas for data science solutions. Use prototyping and testing to create and refine data-driven solutions. Understand real-world examples of how data science has been used in design thinking. By the end of this module, learners will be able to apply design thinking principles to a data science problem in a group exercise. Engage in discussion and ask questions about the intersection of data science and design thinking.

TOPICS:

Introduction to Data Science:

- What is data science?
- The data science process
- The importance of data-driven decision-making

Applying Design Thinking Principles to Data Science:

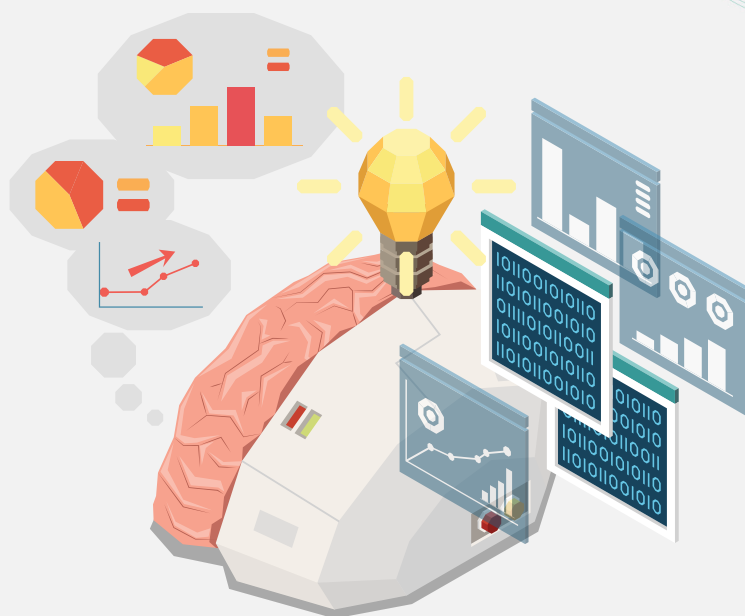
- Defining the problem: How to use design thinking to identify the right problem to solve with data science
- Ideation: Techniques for brainstorming and generating ideas for data science solutions
- Prototyping and testing: How to use design thinking to create and test data-driven solutions

Case Studies & Practical Applications

- Real-world examples of how data science has been used in design thinking
- Group exercise: Applying design thinking principles to a data science problem
- Q&A and discussion

★ WORK READINESS SESSION

★ EXPERT SESSION



DURATION

8 weeks

FEES

South Africa 	USD 	India 
R 13,499	\$ 589	₹ 67,499

CONTACT US



USA

548 Market St. #243271, San Francisco,
California 94104-5401

SOUTH AFRICA

165 West Street, Sandton
Johannesburg, South Africa.

NIGERIA

8th Floor, Churchgate Tower 2
PC 31, Victoria Island,
Lagos, Nigeria.

KENYA

1203, 12th Floor, GTC Office Tower
Intersection of Waiyaki Way,
Chiromo Ln, Nairobi, Kenya

INDIA

Proxima Building, Unit 1101,
11th Floor, Plot 19, Sector 30A, Vashi,
Navi Mumbai, India. 400705

TANZANIA

G11 Ground Floor,
Kwik Spaces, 1040 Haile Selassie Road,
Masaki Dar es Salaam, 16572

UGANDA

Arie Tower, 6th Floor,
16 Mackinnon Rd, Kampala,
Uganda

 www.digitalregenesys.com

 @digital_regenesys  @digitalregenesys  @digital-regenesys