

Learn How AI Helps Design Innovative and Human-Centred Solutions in an Immersive Design Thinking Workshop by Sudhir Bhatia

Former IBM CEO, *Thomas Watson Jr.* famously declared that “**good design is good business.**”

Design Thinking is a human-centred approach to **creative problem-solving** that combines what's desirable from a human point of view with what is technologically feasible and economically viable. It also allows those who aren't trained as designers to use creative techniques, methods, and mindsets to address a vast range of challenges.

The most successful and recognisable brands, like *IBM, Google, Airbnb, PepsiCo* and *Nike*, consider design thinking a core part of their culture and business endeavours. *Former PepsiCo CEO, Indra Nooyi* told Harvard Business Review that **design leads to innovation and innovation demands design**. During her 12-year tenure, PepsiCo's revenue increased by more than 80 per cent. (Source: Financial Express)

McKinsey Design's 2018 Business Value of Design report found that over a ten-year period, design-led companies outperformed the S&P 500 by 219 per cent.

Today, with **the Generative AI proliferation** and the **rise of accessible technology** at break-neck speeds, design thinking processes have seen a sea change. It has assisted organisations to cultivate an innovative mindset and find quicker solutions.

Avid Learning presents **What AI & Design Can Do**, a day-long workshop exploring the potential of design thinking led by *Founder & Creative Director of BRND Studio, Sudhir Bhatia*.

In this hands-on workshop, participants will dive into a **five-step design thinking** and creative problem-solving process. They'll discover how to prioritise people at the heart of their solutions, overcoming biases and behaviours that hamper innovation, and ensuring AI addresses real-world challenges.

Participants will engage in immersive activities by defining problems and creating prototypes for AI-driven solutions. This approach will provide them with a better understanding of AI's capabilities and a framework to help them solve professional and personal challenges.

This is Avid Learning's **fourth design thinking workshop with Sudhir Bhatia**, with the first iteration presented in 2015. These workshops are attended by industry professionals as well as students who wish to develop an innovative mindset and give them a competitive advantage to tackle real-world obstacles efficiently.

According to Harvard Business School Online, as of December 2021, the most common occupations requiring design thinking skills included marketing managers, executives, architects, industrial and computer engineers, graphic designers, and management analysts, among others.

Workshop Highlights:

1. Master the 5 key phases of the design thinking process.
 2. Learn AI's current potential in content creation and problem-solving.
 3. Hands-on prototyping to apply your newfound knowledge in various real scenarios.
 4. Practical and creative problem-solving in both professional and personal spheres.
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About Sudhir Bhatia:

Sudhir is the Founder and Creative Director of BRND Studio, a design consultancy that specialises in creating digital products and experiences that drive customer satisfaction and business growth.

He has been honing the skill of design thinking for 30 years, working on product and system challenges for Fortune 500 companies like Walmart, Amazon and Coca-Cola, among others. He worked at Symbol Technologies (bought by Motorola) for 12 years, eventually serving as Director of Design.

Sudhir teaches Interaction Design at the IDC of IIT Bombay. He regularly conducts workshops and teaches at top-tier design schools in India such as NID and international institutes like Pratt.

Sudhir has served as a juror at CES and IDEA, USA. He holds 21 patents and has won multiple design awards. In his free time, he enjoys football and high-altitude hiking.

Workshop Details:

Where: Podium, Essar House, Mahalaxmi, Mumbai

When: Saturday, 7th October 2023

10 AM - 10:30 AM Registrations | 10:30 AM - 4 PM Workshop

Register: <https://insider.in/what-ai-design-can-do-a-design-thinking-workshop-by-sudhir-bhatia-oct7-2023/event>

Fees: Rs. 2000 (including lunch, refreshments and materials)

Press contact: ayeshah.avid@gmail.com

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