



**JKUAT
ENTERPRISES LTD**

TAKING THE UNIVERSITY TO THE PEOPLE

DESIGN THINKING FOR PRACTITIONERS

The top-notch skills necessary for creative problem-solving & creating better products, services and internal processes.

Are you a business looking
to set yourself apart with a
unique yet beneficially
viable product?

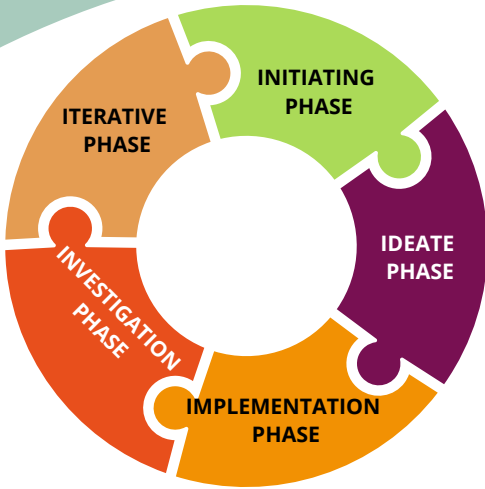


Register online today!

<https://forms.gle/RhpcZZ33Kf71vuG67>

Email: Training@jkuates.jkuat.ac.ke Website: www.jkuates.co.ke

Phone: (JKUATES) 0724256696, (EBMC) 0738982231



Benefits of Taking The Design Thinking Course

- Identification of opportunities based on customer needs
- Ability to generate successful ideas
- Define your minimum viable products
- Develop a demographically tailored prototype
- Provide user friendly experience
- Deliver a project from an idea to a prototype
- Create a portfolio of options

Design Thinking Course Content

- What is Design Thinking?
- Introduction to Design Thinking Methodology
- Essentials of Design Thinking Projects
- Design Thinking in Context
- Developing critical skills in the Design Thinking Process
- Developing a minimum viable product (MVP)
- Sharpening your observational and empathy interview skills
- Reflection

8 - Week Course with engaging activities.

The course delivery will be either in person, online, or hybrid for only KES 25,000/-