



For
Engineering &
Management



Design Thinking & Innovation through Generative AI Using Critical, Creative Thinking & Prompt Engineering

For solutions that are innovative, empathetic, and tailored to meet user needs, thereby significantly increasing the potential for sustainable success.



**Start Generating New & Original Results that are
Improbable with a Typical Human Mind!**



Yes! It Provides
Deeper
Insights from
Customer
Feedback

Yes! It Generates
Concepts &
Knowledge from
Contexts &
Scenarios.

Yes! It helps to
prototype, test, &
validate ideas
in quick & Efficient
Ways.

Yes! It Analyses
Results & Make
Suggestions
for Improvement!

Yes! It Generates
large Number
of Ideas!



Executive Summary

Yes! It Ensures
Superior
Workflows
that Save
Time & Other
Resources

In short, you can quickly generate multiple perspectives or solutions, validate them with the analytical rigor of critical thinking, and then apply design thinking to ensure never before success!

"The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday's logic" - Peter Drucker



Design Thinking Without AI

1. Generating a Number of Ideas:

Without AI, the success depends on the person's intuition, creativity, and experience to generate ideas, which can be time consuming and limited by his/her cognitive biases, and exposure to knowledge.

2. Extracting Insights from Empathy:

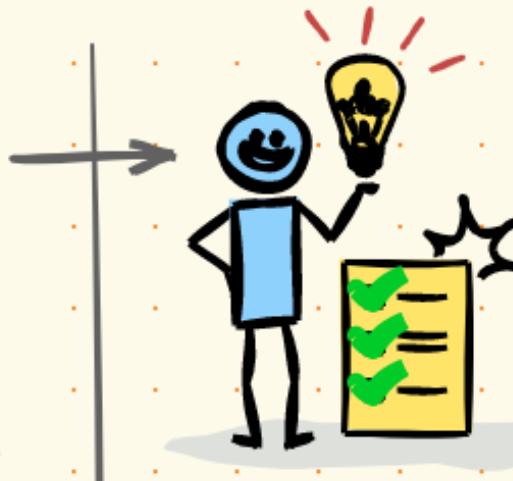
The success depends on user interviews and feedback to understand users' needs, pain points, and expectations. This process can be limited by the availability of users and the quality of feedback.

3. The Quality & Value of Ideas:

The success relies on brain - storming sessions and workshops to generate new ideas & concepts. This process is limited by the availability of participants & the quality of ideas generated.

4. Streamlining of Workflows:

The success relies on human designers to create prototypes of products & services. This process can be time-consuming and expensive. It also heavily depends on the cognitive abilities of the human designer.



Design Thinking With AI

1. Generating a Number of Ideas:

With AI, the success doesn't depend on the person's creativity. Generative AI can present a large number of ideas quickly and efficiently, which can then be filtered and refined to select the best ideas to pursue.

2. Extracting Insights from Empathy:

When we deploy AI, it simulates user interviews and generate responses to questions about users' needs, pain points, and expectations, providing valuable insights that inform the design thinking process.

3. The Quality & Value of Ideas:

The success doesn't depend on chance. Generative AI can be used to generate new ideas and concepts by answering open-ended questions or by providing responses to scenarios.

4. Streamlining of Workflows:

It doesn't depend on chance. Generative AI can enhance the design thinking process by gathering user feedback, generating ideas, validating prototypes, and streamlining workflows.

Key Benefits of Using Design Thinking With AI

1. Quality: Design thinking with AI can lead to higher quality solutions by providing new ways to gather and analyze data, generate ideas, and validate prototypes.
2. Cost: Design thinking with AI can be more cost-effective by streamlining workflows and reducing the need for human resources.
3. Delivery: Design thinking with AI can lead to faster delivery times by automating certain aspects of the product / service development process.
4. Morale: Design thinking with AI can improve employee morale by reducing repetitive tasks and freeing up time for more creative work.
5. Safety: Design thinking with AI can help identify potential safety issues early on in the product / service development process by simulating user testing and feedback.

Develop New & Original Ideas that Lead to Genuine Innovations.

A recent survey revealed that most people do not get the desired result on Google search! The reason is they do not know the best practices of searching. Similarly, in order to use Generative AI for best results in Design Thinking, it is necessary to deploy a mix of methods.

The following are the four key skills that are essential for success in Design Thinking with Artificial Intelligence. They are 1. AI-Prompt Engineering, 2. Critical & Creative Thinking, 3. Design Thinking, and 4. Knowledge of Generative AI like ChatGPT.

Only i-Max provides you with such a knowledge-Mix & Professional Advantage!



1. AI-Prompt Engineering

Prompt Engineering is the literacy of an AI-led future. It helps us to micro-craft enquiries that matches with nitty-gritties of the development process so that we can achieve exactly what we want! Wow! Learn Prompt Engineering to use your own ideas, iterate them. Result? You own your design!

2. Critical & Creative Thinking



Critical thinking is the literacy of higher education, investigation & research. With smart blending of Critical Thinking, prompt engineering and ChatGPT, the designer acquires the never-thought of skills to create new and original research, that launches the researcher and institution to higher orbits!

Genuine

Innovations

idea



3. Design Thinking

Engaging, and inspiring application of "Design Thinking" through ChatGPT. Annihilate the mechanical slogging from the process, and let the "reasoning" flow at your brain-speed! Test each of your ideas at once! Clarify all the doubts on the spot! And, earn appreciations on the spot!

4. Generative AI



Generative AI can generate new content based on patterns and data. In design thinking, it can be used to enhance the process of gathering and analyzing data, generating ideas, and validating prototypes. By simulating user interviews, generating responses to open-ended questions, and creating text-based prototypes, it provides valuable insights that help the design thinking process.

Caution Against Direct Use of Standard AI Tools!

There are over 20,000 AI tools on Internet, and they add about 2000 new tools every week! Most of them are hard-coded to provide inflexible, ready-made, similar, familiar responses. These tools can't cater to the designers' unique requirements for his/her specific application!



Customised Workshop

for Your Organisation

Blending design thinking principles with critical thinking and artificial intelligence unlocks the power of human-centered innovation, backed by data-driven insights. The multidisciplinary approach of this workshop not only enables the creation of empathetic solutions that meet real user needs, but also ensures they are optimized, scalable, and strategically aligned for success.

Sure-fire way to quickly generate multiple perspectives or solutions, validate them with the analytical rigor of critical thinking, and then apply design thinking to develop innovative solutions.

Where?

At your institution. This is a high-intensity hands-on workshop with a lot of case studies. We will come to you!

Duration?

To do justice, and to ensure transformatory experience, it requires 2 immersive days.

Are coding skills mandatory?

No coding skills needed for participants. Generative AI works on plain language.

The Nature of the Workshop Content?

The entire content is proprietary. Originally developed by i-Max; India to the Max in collaboration with world leading scientists & professors of Ivy League Universities.

Who will Conduct the Program?

India's best facilitators, with academic, industry and inter-disciplinary project & research experience in cutting-edge technologies, and social sciences.

What are the Deliverables?

1. AI-Prompt Engineering - 26 unique methods to extract new & original information from ChatGPT, 2. Various AI Tools, 3. Design Thinking Five Steps through Custom made ChatGPT prompting. 4. Applying Critical & Creative Thinking for each step! 5. Taking one dummy project from start to finish! 6. Over 500 custom prompts crafted for Design Thinking. etc (Exclusive content - not available elsewhere.)



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