Manufacturing Technology Training
An IMTMA initiative

Design Thinking
Date : 9 to 11 September, 2025
Venue : IMTMA Technology Centre, Bengaluru

INTRODUCTION

Human Centered Design Thinking, is a creative approach to problem solving. It is people centric, and helps find tailor made solutions by using innovative approach, from start to end.

Design thinking is an iterative, non-linear process which focuses on a collaboration between designers and users. It brings innovative solutions to life based on how real users think, feel and behave. This human-centered design process consists of five core stages Empathize, Define, Ideate, Prototype and Test.It is a nonlinear system where various strategic, cognitive, and technical approaches are taken to build the best possible product through understanding users.

The goal of the design thinking process is to come up with solutions, products, or services that are desirable for the user, economically viable from a business perspective, and technologically feasible.

The future of design thinking lies in its ability to help people solve complex problems in creative ways. As our world becomes more complex, there will be an increasing need for people who can think outside the box and come up with innovative solutions.

Keeping this in view, Indian Machine Tool Manufacturers' Association (IMTMA) is organizing a 3 days interactive in person programme on "**Design Thinking".**

FOCUS AREAS

Design Thinking focuses on achieving practical results and solutions that are –

- Technically feasible: They can be developed into functional products or processes;
- Economically viable: The business can afford to implement them;
- Desirable for the user: They meet a real human need.

The design thinking framework can be divided into three distinct phases: immersion, ideation, and implementation. This framework can be further broken down into five actionable steps, which make up the design thinking process:

- Empathize
- Define
- Ideation
- Prototyping
- Testing

KEY TAKE AWAYS

- What is Human Centered Design Thinking
- How to Empathize with the stakeholders
- How to Define a Problem Statement
- Idea Generation and Conceptualization
- How to Create Rapid Prototype and Testing it
- Nurturing the creative side of your brain
- Inspire yourself and others around you
- Develop Active Listening Skills
- Converting your Ideas to Action

PARTICIPATION FEE

Rs. 13750/-
+18% GST
IMTMA Members/ Micro Companies/ Individuals/ Educational Institutions / Students/ IMTMA Non Members/ Others

USD 550/-
Overseas Participants

Group Concession : 10% for 3 to 5 and 20% for 6 and more delegates being nominated from the same company

PARTICIPANT PROFILE

- Product Designers, Design Engineers, UX Designers who want to gain expertise in developing innovative customer-centric solutions
- Product, Marketing and R&D Managers responsible for developing innovative products for improving contribution to the business bottomline
- Entrepreneurs and Business Owners with an aim to augument their products and services and upscale their business
- Engineering and Technical Students aspiring to pursue Design education

FACULTY

Krishna M. S is a seasoned IT professional and corporate trainer for Engineering Industries, withbreadth and depth of experience for over 37 years. Worked extensively on largescale, complex Projects, Programs and provided Training Services for globalclients, including manufacturing sector of the Industry

For Registration Contact

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REGISTRATION : Prior registration for participation is necessary. Number of participants is limited and will be accepted on 'First Come First Serve' basis. A Certificate of participation will be issued to participants.
Important Information : Participation fee includes, course material, working lunch and tea / coffee. Interested companies are requested to register online by clicking on 'REGISTER' button and by filling up the nomination authority and participant's details in specified form.