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Innovation and → Design Thinking

The School of Design

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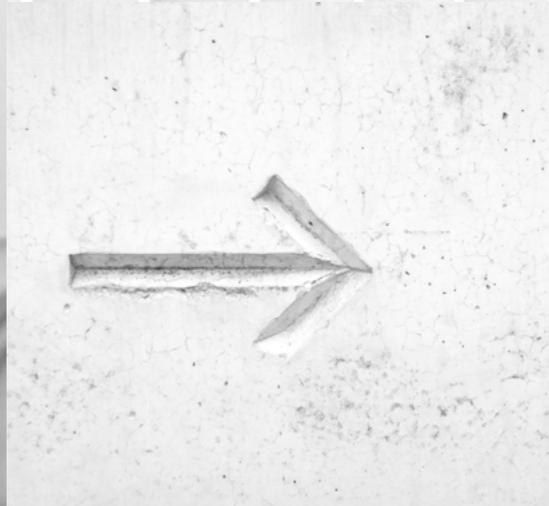
The new design of businesses.

The meaning of design has been reevaluated in the past two decades. The process of creating something new and meaningful can now be applied to more than just images or objects. Lately the competitive playing field has been leveling for all companies, big and small. Differentiating our products or services through features or technology has become much harder.

Design Thinking has emerged as an innovation process that helps businesses achieve breakthrough innovations by changing the company's focus from product centered to people centered. Design Thinking companies and entrepreneurs can identify new to the world innovation opportunities by observing the way people interact with their products and services. Explore new avenues for growth instead of just focusing on continuous improvement and making "the new" technically possible and economically feasible through prototyping and learning by doing.



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→ What is IDT?

An immersive learning experience where participants will learn to identify, generate and implement innovative solutions.

Innovation and Design Thinking (IDT) is a four-month program focused on the design and implementation of innovative solutions that meet the emerging needs of real world users. International experts mentor students as they learn about design thinking and the three pillars of innovation: viability (business), feasibility (capability) and desirability (people).

→ The three pillars of innovation

Viability

Can this idea return the investments necessary to achieve success? Economic viability means the product or service being developed has to meet financial goals related to revenue, profit or internal rate of return.

Feasibility

Do we have the capability required to produce this idea? Can we develop and commercialize this innovation? Feasibility means our organization has the internal capability to transform the idea into a real world solution.

Desirability

Is this idea really appealing to the people we are trying to sell it to? The innovation, either in the shape of a desirable product, or in the meaningful nature of the experience of the service provided, has to offer an emotional connection and make a strong tie to people's needs and wants.

→ Modules

Understanding Innovation and Identifying a Challenge

Students will learn basic concepts of user-centered innovation and the stages of the innovation process, problem identification and challenge formulation.

User Centered Innovation

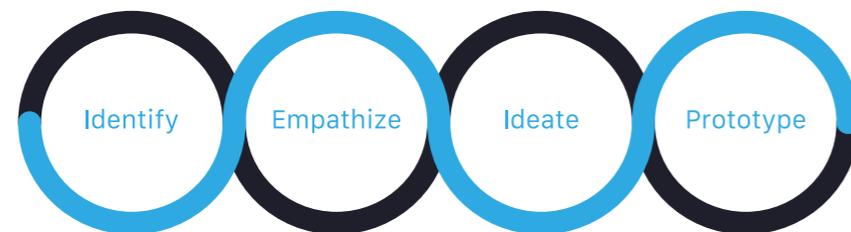
This module focuses on qualitative research methods for defining customers unmet needs and desires. Customer relevance is the new paradigm in business.

Idea Generation

The most exciting part of the creative process: idea generation. The goal of ideation is to generate a vast pool of ideas for the user, define opportunities and related “how-might-we” questions..

Prototyping and Testing

This module addresses prototype creation and validation from the point of view of viability, desirability and feasibility. Students will also focus on planning, communicating and launching the new idea.



Study on Weekends

Four weekend-long sessions, from Friday and Saturday, once a month.

The IDT program aims at being accessible for practitioners in any field, as well as for businessmen and executives with a busy schedule. It consists of work sessions, which take place over the weekends, from Friday and Saturday, once a month.

The IDT program encourages multidisciplinary teams and is open to applicants from all industries, startups, non-profits and the public sector.



→ The Curriculum is a Design Thinking Process

A human-centered, insight-driven and prototype-powered approach to solving business problems.

In content and style, the IDT curriculum has been designed to allow students to apply practical innovation tools in order to deeply understand how human centered processes can take creative concepts all the way, for them to become sound business propositions that simultaneously create economic value for the company as well as tangible value for the user.

Worldclass Educators.

World-class faculty who bring together fresh field expertise, plus sound academic experience, provide this program a unique perspective and real curricular value.

An international roster of acclaimed design thinking experts enrich the sessions with their global and professional views, collectively guiding the different teams that are working on specific projects, while individually coaching each one of the students to ensure a thorough understanding of every innovation tool as well as a practical application of the design thinking methodology to meet the challenges of the 21st century mindsets and business paradigms.





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