



Design Thinking for PRODUCT INNOVATION

Price: ₹ 5,990/-
Session 1: July 22 to Aug 26 (Tuesday)
Session 2: July 24 to Aug 28 (Thursday)
Time: 12pm to 2pm EST / 9am to 11am PST
With a 20% group discount for 3-6 students

Build a digital product from scratch. Solve a meaningful problem. Learn how to do it again and again. This course goes beyond learning how design thinking works—you'll actually use it to build something from the ground up. From day one, you'll choose a problem that matters to you, interview users to understand their needs, and use AI-powered tools to bring your solution to life. You'll research, ideate, prototype, test, and refine—just like modern product teams do. And by the end, you'll have launched a functioning digital product with a complete portfolio that documents your journey from insight to execution. This isn't a simulation. It's the real thing—designed for doers.



WHAT YOU'LL ACTUALLY DO

- Identify a problem worth solving through research, interviews, and user insight
- Prototype a digital solution using tools like Lovable
- Use AI to help you iterate faster and smarter no coding required
- Build a business model around your idea with actual insight from and testing with potential customers
- Present your product and process with a founder-style pitch deck

WHAT YOU'LL LEAVE WITH

- A fully developed digital product, designed and tested by you
- Confidence using prompt engineering and AI tools for fast prototyping
- A clickable prototype or demo, rooted in human-centered research
- A polished portfolio that highlights how you solve problems creatively
- A Lean Canvas business model and a clear value proposition
- A pitch deck that tells the story of your product and your thinking

Whether you're a future founder, designer, or just someone who wants to stop talking about ideas and start building them—this course gives you the tools to make it happen.



You won't just explore ideas.
YOU'LL LAUNCH THEM.



Meet Your Mentor **NATALIA CEDEÑO**

Natalia Cedeño is an entrepreneur and innovator with a background in Electrical Engineering and Computer Science. She is currently pursuing a dual master's degree at Tufts University in Human Factors Engineering and Innovation & Management. Previously, she worked as a Software Engineer at Liberty Mutual and has 2 years of experience mentoring high schoolers through the National

Student Leadership Conference (NSLC). With a penchant for product design and business strategy, which she has explored through projects like Scout (apartment hunting for college students) and Aethereon (carbon trading platform), Natalia is passionate about helping students develop creative problem-solving skills.