KAUTILYA SCHOOL OF PUBLIC POLICY

GITAM (Deemed to be University)
Rudraram, Patancheru Mandal
Hyderabad, Telangana 502329

Course Code: PPOL6801	Course Title: Design Thinking for Citizen Centric Public Policy	
Trimester: 3	Course Type: Core	Credits: 3
Home Program(s): MPP	Batch/Academic Year: 2023-25	
Course Lead: Dr Sharique Manazir	Assigned AA:	

Course Description

The Design Thinking approach has evolved with time with its rising relevance and importance, ranging from system and digital innovation design to its contemporary role as a pivotal force in the development of responsive public policies. At its fundamental level, Design Thinking adopts an empathetic, bottom-up methodology, ensuring the formulation of policies that resonate with the diverse and continually evolving needs of citizens and the governance ecosystem. Our course curriculum extensively explores the nuanced dimensions of empathy, serving as the cornerstone of Design Thinking. Participants will delve into understanding diverse perspectives, engaging in human-centred problem-solving, and establishing meaningful connections with end-users through a comprehensive examination of this foundational concept.

Moving beyond theoretical frameworks, the course incorporates engaging case studies derived from both published works and real-world experiences. Participants will critically analyse both successful implementations and encountered challenges, providing practical insights into the dynamic interplay between Design Thinking and public policy.

Recognising Design Thinking as a dynamic and continually evolving concept, the course encourages participants to stay abreast of the latest trends, tools, and applications. Engaging in this ongoing evolution contributes to a comprehensive understanding of policy design. The course provides an immersive and interactive learning environment where theoretical concepts seamlessly merge with practical applications. Participants will engage in thought-provoking discussions collaborative projects, and gain insights from expert lectures. Tailored to prepare individuals for the challenges and opportunities at the intersection of Design Thinking and public policy, the course invites participants to join in this captivating journey where innovation intersects with empathy, shaping the future of citizen-centric public policies.

Learning Objectives.

1.   Gain a deep understanding of Design Thinking and its role in shaping responsive citizen-centric public policies.
2.   Master empathy as a foundational element, fostering diverse perspectives, understanding, human-centred problem-solving, and meaningful connections with end-users.

Course Schedule

Unit I	Sessions: 2	Icebreaking - Why Design Thinking?
• The growing importance of Citizen Participation and e-Participation in shared decision-making. • Evolving societal needs with a demand for quicker policy responses. • Addressing challenges associated with a diverse social landscape, including the impact of extreme user needs, leading to potential bias and limitations in traditional study outcomes. • Importance of Design Thinking in Public Policy Consulting Domain		

Unit II	Sessions: 6	Concepts of Design Thinking
● Analysing Existing Frameworks and Theories		

Unit III	Sessions: 5	Essential Components of Design Thinking
Empathy –Understanding Social and Digital Exclusion, Bias, Society-Governance Distrust, Political Inequality, Policymakers and Societal Disconnect; Art of Observing; Goal Mapping, Agenda Setting		

Unit IV	Sessions: 2	Discussion & Brainstorming
● Discussion & Brainstorming		

Unit V	Sessions: 4	Understanding Design Thinking Methodologies
● Define - Understanding Design Thinking Methodologies & Techniques –Cognitive Walkthrough, Contextual Enquiry, Empathy Interviews & Mapping, Understanding Loop, Understanding Hills, role of Sponsor User and additional methodologies.		

Unit VI	Sessions: 1	Ideate & Prototype
● Downloading Ideas, Sharing Stories, Mapping Theme, Concept Capture, different levels and types of prototyping and pitching of prototypes.		

Unit VII	Sessions: 4	Test, Implement & Presentations
● Feedback Mapping & Survey; Learning by doing: Here, the cohort will learn to implement the techniques through hands-on implementation and exposure.		