# Description – Content Development

Who We Are

Ideafarms is a Design-in-Tech Consulting & Advisory that first brought the value of Industrial Design approaches to software, keeping the user's experience at the centre of all its thinking. Smartphone-powered solutions are a key strength that the company invested in and developed as early as 2010. The company's ethos combines empathy with strong technology competencies to highlight the value of interdisciplinary work.

Our newest venture is in the Design Thinking space!

Design Thinking Is
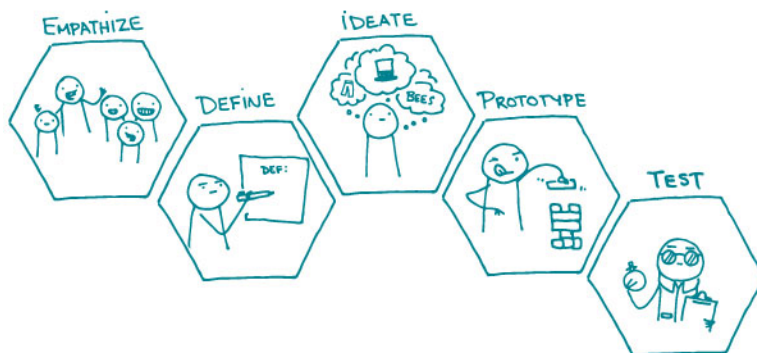
What?

An iterative, problem-solving methodology that demands a questioning mind (not an answering one).

Why?

Things around us are broken – businesses, education systems, governments. We are solving problems that don't exist or are no longer relevant and wondering why nothing is changing. Design thinking brings us back the user and forces us to define and redefine the problems.

What's new about this?

There is nothing new about "Design Thinking"

It's a way of designerly (entrepreneurial!) doing and thinking which can be seen as »innovator's common sense«

" Everything that needs to be said has already been said. But, since no one was listening, everything must be said again. "

André Paul Guillaume Gide
(French author and Nobel Prize literary)

http://www.slideshare.net/janschmiedgen/design-thinkingbootcamp

How?
Move away from the baggage of your expertise. Go out to your user and ask the questions 'what' and 'why'. Bounce around ideas (don't judge them just yet). Prototype with simple materials – actually create something tangible. Test it – gather feedback and repeat. The beauty of the methodology – it isn't linear, combining steps or changing the order is essential sometimes.

Where We Plan To Take This

We believe the principles of design thinking can change the way the world works. The adoption of this methodology by Corporates, Educational Institutions, Social Organisations and Government Agencies could result in the creation of the most efficient and sustainable problem solving solutions. Imagine students and teachers being involved in the process of designing syllabi/curriculums. Or what if public policies were tested and refined after taking feedback from the beneficiaries before they were implemented?
Do these possibilities excite you? Then continue reading!

Why We Are Telling You This

We are building a Design Thinking team. If you fit the description (whether in part or in whole) we'd love to have you on board!

1. You're open-minded and self-motivated; you don't wait for work 'to be assigned' because you're always ready to test your wildest ideas and take initiative!
2. You're inquisitive. Curiosity may have killed the cat, but at Ideafarms we love curiosity (and cats also).
3. You're eager to Ideate-Experiment-Fail-Learn x (jab tak hai jaan/jab tak required – whichever comes first)
4. You have 3 months of your time that would be better spent doing all of the above!
5. Your educational qualifications DO NOT MATTER! Whether you're (a) fresh out of school (b) studying in college (c) taking a gap year (d) just generally bored of what life has had to offer or (e) other - All Is Well for us.

Lalchaane waale takeaways:

1. A certificate/LoR/whatever helps you show off
2. All the chai/coffee/nimbu paani you can consume. But 3 cups max.
3. Project-based payment.

Asli waale takeaways:

1. Knowledge, training and experience in the field of Design Thinking. (CV thoda aur decorate kar lena)
2. A workspace where NO idea is stupid till we've tried it. We have a zero judgement policy (except if you like pineapples on your pizza)
3. Experience of working in a small, non-hierarchical organisation. What this means for you – you feel like the CEO and the intern, all at once, all the time.
4. Ability to visualize and communicate your ideas. The value - Unlock your creative potential.

Are you ready? Tell us a ~~bit~~ lot about yourself with a description about the most challenging experience you've had (within 300 words). Email us at its.magic@ideafarms.com

If you want to know more about design thinking, here are a few links we think will be useful to you:

A Two Minute overview on Design Thinking

What is Design Thinking?

Design Thinking Isn't a Miracle Cure, but Here's How It Helps

Eight lessons I learnt as a d.school student