

Design Thinking

2 DAYS | 16 HRS | IN PERSON

PROGRAM GOAL

Develop innovative solutions for complex challenges by adopting the human-centered process of Design Thinking. Learn how to cultivate empathy for users, interpret and frame problems and continuously prototype to test assumptions early and often.

LEARNING OBJECTIVES

By the end of the program, participants will be able to:

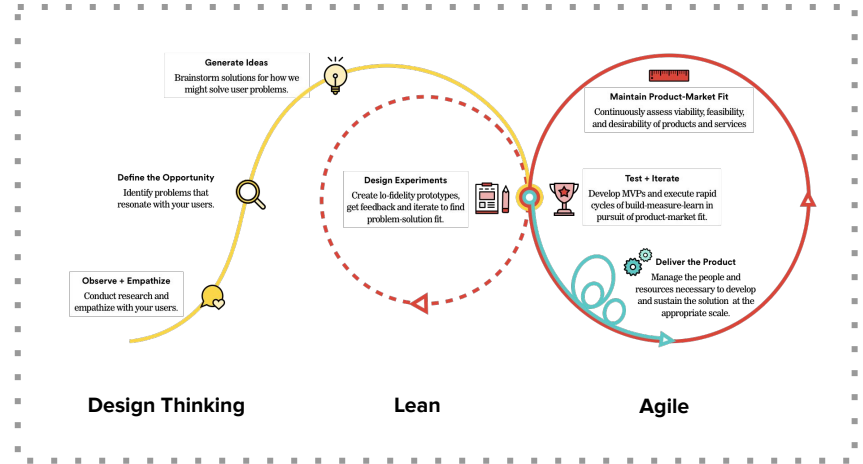
- Apply human-centered principles to tackle complex challenges
- Identify new ways to serve and support people by uncovering latent needs, behaviors and desires.
- Practice research methods to cultivate empathy for end users
- Adopt methods for understanding and framing problems
- Improve ideation and prototyping through the Design Studio method of collaboration

MEASURING SUCCESS

% of user problems solved as a result of a design thinking process

AUDIENCE

Teams seeking to adopt Design Thinking methodology

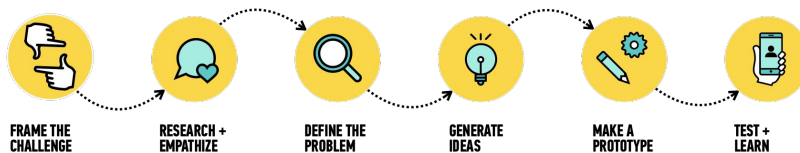


Deliverables

Participants develop a proto-persona, interview guide, affinity map, problem statement, crazy eight sketches, lo-fi prototype, hypothesis statement, test script and synthesis presentation.



Design Thinking



	DAY 1	DAY 2
9.00-10.30am	Design Thinking, Lean and Agile Foundations Participants establish a common vocabulary in the discovery and delivery of digital products.	Step 4: Generate Ideas Participants practice the design studio method of collaboration to ideate solutions and converge ideas for testing.
Break (15 min)		
10.45-12.30pm	Step 1: Frame the Challenge Participants flex their empathy muscles by creating proto-personas that align the team in a shared conception of a user and their problems.	Step 5: Make a Prototype Participants gain comfort producing and sharing lo-fi sketches and collaborate to converge the best of their ideas into a single solution to take forward.
Lunch (60 min)		
1.30-2.45pm	Step 2: Research and Empathize Participants evaluate user research methods and learn how to solicit unbiased information from user interviews.	Step 6: Test & Learn Participants translate a hypothesis statement into an experiment with a prototype and test script, then practice evaluative research by conducting usability tests .
Break (15 min)		
3.00-4.30pm	Step 3: Define the Problem Participants learn an approachable method for identifying themes in user research and practice a consistent format for articulating problems that resonate with customers.	Project Presentations Participants present the outcome and learnings of the Design Thinking process, whilst focusing on key learnings that they will take back to their role.
Bring It Home (30min)		