



Design Thinking for Innovation

2 Days

Instill an understanding of design thinking within your organization. An interactive, hands-on experience introduces you as a non-designer to the design thinking process and steps you through problem-solving and solution-creation. You will obtain a knowledge of how design thinking works and how to apply design-thinking tools and techniques to your own work. Let your creativity loose!

Learning Objectives

- Understand the benefits of Design Thinking
- Apply Design Thinking techniques when starting a new product or service
- Identify the Design Thinking Stages:
 - Comprehension
 - Ideation
 - Prototyping
 - Evaluation
- Learn and practice Comprehension techniques
- Learn and practice Ideation techniques
- Learn and practice Prototyping techniques
- Learn and practice Evaluation techniques
- Learn how to run a Design Thinking workshop

Intended Audience

Anyone is welcome to attend this course regardless of their skillsets or experience.

Prerequisites

None

Learning Topics

Topic
Introduction
<ul style="list-style-type: none">• Course objectives• Workshop: Experience the Design Thinking Framework
About Design Thinking
<ul style="list-style-type: none">• Why Design Thinking• User-centered design• Review of Design Thinking Frameworks• The Design Thinking process• Teamwork

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<ul style="list-style-type: none"> • Golden rules of teamwork
Comprehension
<ul style="list-style-type: none"> • Understanding your users by gaining empathy • Comprehension techniques <ul style="list-style-type: none"> ○ Ecosystem mapping ○ Personas ○ Customer journey
Ideation
<ul style="list-style-type: none"> • Reframing the problem • Ideation techniques <ul style="list-style-type: none"> ○ Visual thinking ○ Creative thinking ○ Idea generation <ul style="list-style-type: none"> ▪ SCAMPER ▪ Crazy 8s ▪ Concept mapping
Prototyping
<ul style="list-style-type: none"> • Concept Your Idea • Prototyping techniques <ul style="list-style-type: none"> ○ Principles of design ○ Human-centered design ○ Bodystorming
Evaluation
<ul style="list-style-type: none"> • Getting early and valuable feedback from the consumer • Evaluation techniques <ul style="list-style-type: none"> ○ Paper prototype ○ Focus groups/workshops
Running a Design Thinking Workshop
<ul style="list-style-type: none"> • Getting early and valuable feedback from the consumer
Course Summary
<ul style="list-style-type: none"> • Key takeaway review • Develop an <i>Action Plan</i> with next steps, based on the student's current project