



Design Thinking Overview

1 Day

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 which techniques to apply at each stage
- Practice main Design Thinking techniques such as:
 - Personas
 - Customer Journey
 - Idea Generation
 - Concept Map
 - Business Model Canvas
 - Interactive Prototyping

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
About Design Thinking
<ul style="list-style-type: none">• Why Design Thinking• User Centered Design• Review of Design Thinking Frameworks

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<ul style="list-style-type: none"> • The Design Thinking Process • Teamwork • Golden Rules of Teamwork
Comprehension
<ul style="list-style-type: none"> • Understanding your users by gaining empathy • Comprehension techniques
Ideation
<ul style="list-style-type: none"> • Reframing the problem • Idea refinement • Ideation techniques
Prototyping
<ul style="list-style-type: none"> • Concept Your Idea • Prototyping techniques
Evaluation
<ul style="list-style-type: none"> • Getting early and valuable feedback from the consumer • Evaluation techniques
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