

BM-DTH

DESIGN THINKING: AN INTRODUCTION

DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
1 Day	Business Introduction	Management & Soft Skills	VILT & ILT	NA

INTRODUCTION

Design Thinking is a collaborative problem-solving process based on design used in artistic endeavours. Whether you are involved with marketing, product development, customer service, or leadership — you can benefit from Design Thinking. Design Thinking is a problem-solving technique that is used to design products and services based on understanding the needs of the people that will be using the product or service. It involves a great deal of empathy and observation and requires reframing the problem or question in a human-centric way.

This one-day course focuses on: Empathy (to understand a design for your users) as well as Ideation (to develop solutions for your users' wants and needs) and lastly, Prototyping and Testing to refine solutions.

This one-day workshop will teach participants:

- How to use design thinking to solve problems more creatively
- How to understand problems from the customer's perspective
- How to apply different brainstorming techniques to identify innovative ideas
- How to use effective design research
- How to understand the value of creating prototypes to test your ideas
- How to keep your design ideas moving forward

AUDIENCE PROFILE

This course is intended for business professionals especially supervisors and managers who would like to gain the knowledge on how to solve problems more creatively as well as gain a better understanding of customers' perspective.

PREREQUISITES

There are no prerequisites for this course as it is for anyone looking to gain the knowledge and understanding of critical thinking and experience its benefits, however a good understanding of English would count in your favour.

COURSE OBJECTIVES

- Introduction to Design Thinking
- Empathize
- Define
- Ideation Part 1 – Ideas and Potential Solutions
- Ideation Part 2 – Journey Mapping
- Prototyping and Testing

COURSE CONTENT

Lesson 1: Course Overview

- Introduction
- Course Objectives

Lesson 2: Introduction to Design Thinking

- We Will Outline the Benefits of Design Thinking and Define the Basic Design Thinking Process. Real-life Examples Will be Researched and Applied to a Work-based Example

Lesson 3: Empathize

- Defining what Empathy is and the Traits of Empathetic People. Empathy Mapping is Introduced, and We then Create an Empathy Map

Based on our Workplace Example

Lesson 4: Define

- We Take what We have Learned from the Empathy Mapping Exercise and Determine who your Users are Through Creating a Point of View and Persona

Lesson 5: Ideation Part 1 – Ideas & Potential Solutions

- We Look at Brainstorming, Brain Writing, De Bono's Hats and Other Techniques to Generate Ideas and Potential Solutions to our Design Problem

Lesson 6: Ideation Part 2- Journey Mapping

- Looking at How to Document a User's Experience from Start to Finish as they Interact with a Product or Service. The Method we Look at Most Closely is Journey Mapping

Lesson 7: Prototyping & Testing

- Low-Fidelity and High-Fidelity Testing, examining when They are Best Used and why. We then Explore User Testing Methods

ASSOCIATED CERTIFICATIONS & EXAM

There is no exam associated with this course.