

Design Thinking Fundamentals

Course #: DT-100 **Duration:** 1 day

Prerequisites

None

Details

This course teaches participants how to lead a design thinking session that is human-centered, innovative and successful. The course guides users through the five key stages of design thinking: empathize, define, ideate, prototype, and test.

Participants learn how to understand problems from a customer's perspective, how to create a point of view on the identified problems, how to effectively brainstorm new ideas, and how to create prototypes to test new ideas before investing too much time or money.

This course is targeted to a range of professionals, including business leaders and designers who want to lead design thinking sessions and generalists who want a new approach to strategic problem-solving.

Software Needed

None

Outline

Design Thinking Fundamentals

- **Overview of Design Thinking**
 - What is Design Thinking?
 - Relationship to Lean or Agile Processes
 - Who should participate in a Design Thinking session?
 - How to Recruit for a Design Thinking Session
 - Four Skills of Good Design Thinking Leaders
 - Team Alignment
 - The Design Thinking Mindset
 - Where should a Design Thinking session be held?
 - Innovative Spaces
 - When should a Design Thinking session be held?
 - Create a Documentary Deck
- **Empathize**
 - The Importance of Empathy
 - Interview Preparation
 - Interview for Empathy
 - What is a Persona?
 - Characteristics of a Persona
 - What? How? Why?
 - Story Share-and-Capture
 - Surprise-to-Insights Leap
 - Sweet Spot for Innovation
- **Define**
 - Synthesis
 - Point of View

- Experience / Journey Mapping
- Pain Points
- Applying Metrics
- Hypothesis Generation
- How/Why Laddering
- Storytelling
- 2 x 2 Matrix
- The Problem / Mission Statement
- Active Alignment: Check Your Goal

- **Ideate**
 - What is Ideation?
 - Managing Creative Flow
 - Lateral Thinking
 - Facilitate a Brainstorm
 - Brainstorm Selection
 - Imposing Constraints
 - Yes, And! Brainstorm
 - Powers of Ten
 - "How Might We" Questions
 - Stoke Activities

- **Prototype**
 - Prototyping
 - Identify a Variable
 - Paper Prototyping
 - Prototype to Decide
 - Prototype for Empathy
 - User-Driven Prototyping
 - Feedback Capture Matrix
 - Improvise to Life
 - Scenes / Props / Roles

- **Test**
 - Testing
 - Testing with Users

- **Adoption of Design Thinking**
 - The Role of Ambiguity in Design Thinking
 - Design Guidelines
 - Common Barriers

- **Additional Resources**