Design Thinking

*Design Thinking is a human-centered approach to discover hidden opportunities in understanding others, whether it be at an individual level or targeted at a specific product or market segment. This user-driven innovation approach leverages on understanding, iterations and prototyping to create sustainable solutions.*

**Course Overview**

This course provides the concrete know-how about Design Thinking by describing into detail the underlying mindset as well as explaining the user-centered design process.

The course will present techniques to better understand people and their needs through techniques such as observation, customer journey and personas.

The course will also explain how to define and reframe the problems, and to conduct ideation sessions to find innovative solutions. It also includes an intensive workshop leading to a prototype testing in order to fully understand this innovative process.

**Course Objectives**

At the end of the course, trainees will have a clear understanding about:

- History and characteristics of Design Thinking
- Basic Design Thinking process (as per Stanford d.school)
- Advanced practices to enhance basic Design Thinking mindset and process
  - Enhanced insights and observations
  - Complex facilitation
  - Crafting a compelling vision
  - Digital methods for rapid prototyping
  - Creating a Design Thinking culture
- Real-life case studies

**Targeted Audience**

This course is primarily intended for Innovation Leaders, New Business Development Managers, Product Managers and Marketing Managers, but can also be extended to any team member who is working as part of a product or delivery team – especially designers or engineers.

**Prior Knowledge**

Participants should have a basic knowledge of product or software development, project life cycle and an understanding of business models and/or technology.
Course Content

Day 1 - Design Thinking Introduction

- History and characteristics
- Various approaches to design thinking
- Stanford d.school model
- Hands-on workshop incorporating:
  - d.school process, personas, empathy mapping

Day 2 Design Thinking advanced practices

- Enhanced insights and observations
  - User research, Interviewing, Presenting results
- Crafting a compelling vision
  - 4C’s model, Storytelling, Creating the desire for action
- Digital methods for rapid prototyping
  - Google Ventures ‘Design Sprint’ model, Learn to create a clickable prototype in an hour (Invision, Marvel etc.)
- Creating a Design Thinking culture
  - Leading creative teams, Managing the tension between design and delivery
- Complex facilitation
  - Different types of complexity, Four points contextualization, Archetype mapping
- Overlap with other innovation practices
  - Lean Startup, Agile, Lean UX

Trainers

Training will be conducted by an experienced trainer and Agile coach from why innovation!

Course Information

Each session will be limited to a maximum of 12 participants.

Duration: 2 days
Locations: Singapore
Training Fee: SGD 1,600.00
A discount will apply if taken in combination with our other training courses.

Related Courses

- Business Modelling
- Digital Product Development
- Innovation Essentials
- Lean Startup
- Scrum Product Owner

We offer a large variety of trainings in Innovation Management, Agile and Software Engineering. Courses are delivered through open enrollment or company in-house sessions. In this later case, we may customize training to your company’s specific context and needs.

We are proud of our passion for knowledge and we promise our students a fun learning experience mixing a variety of teaching techniques.

For more details, contact:

why innovation!
Singapore Office: #08-06/07 ARC 380, 380 Jalan Besar, Singapore 209000. Tel: +65 6635 6053

Hong Kong Office: 94-108 Larch Street, Unit D, 11/F, Splendid Centre, Tai Kok Tsui. Tel: +852 6654 3276

Shanghai Office: #1107,1602 Zhong Shan Road (W) Shanghai 200235. Tel: +86 13764981262

www.why-innovation.com