

Design thinking in business practice



Goals

- Acquaint participants with the newest knowledge about design thinking method.
- Equip with tools which allow to conduct design thinking session in an area and topic selected by a participant.
- Provide information about factors facilitating and hindering a creative process of problem solving.
- Show possibilities of business use of design thinking method.



Purpose of the training

The training is dedicated to the all intrested.



Benefits of completing the training

Development effects

After completing the classes the participant:

- Can apply design thinking approach to solve selected business problems, for example developing solutions/products/services.
- Knows how to conduct an effective design thinking session using appropriate techniques and tools supporting the process.
- Can apply design thinking method in different business areas for example: marketing, management, creating new products.



Expected Listener Preparation

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Training Language

English



Duration

2 days / 12 hours

Training agenda

1. Creative thinking and design thinking

- What is design thinking?
- Key steps of design thinking method.
- Applying design thinking.
- Elements of creativity psychology - when do we think creatively, what are conditions for creative thinking?

What kills creativity? - creative process inhibitors.

2. Design thinking - step 1 - empathy

- How to put yourself in recipient's shoes?
- What data to analyze?
- Empathy tools:
 - personas
 - empathy map
 - social study: from ethnography to quantitative tools
- Practical use of tools during analyzing real business problem.

3. Design thinking - step 2 - defining the problem

- How to identify whether the problem is properly defined?
- Well and wrong defined problems.
- Tools supporting defining processes, for example 5 Why, Ishikawa's diagram.
- Practical use of tools during defining real business problem.

4. Design thinking - step 3 - coming up with solutions and ideas

- Rules of creative coming up with ideas.
- Tools of creative thinking which support coming up with ideas: from perfected brainstorm to superpositions.
- Factors hindering coming up with ideas.
- Practical use of tools during coming up with ideas for real business problem.

5. Design thinking - step 4 - prototyping

- Why prototypes are so important?
- Tools to build prototypes for services and products: from a hammer and planks, software to prototyping mobile applications.

Practical use of prototyping tools for real business problem.

6. Design thinking - step 5 - testing

- Why is it worth testing?
- Defining criteria which should be fulfilled during tests.
- Testing environment.
- Testing tools: from professional analyses to studies with users and statistical tests
- Practical use of testing tools for real business problem.