

# 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.



## Training recipients

The training is dedicated to the all intrested.



## Benefits

### 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.



## Training program

### 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.



Expected preparation of the participant

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Czas trwania

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Language

English