

Problem Solving Training: Design Thinking for Innovation (DETBI, 2 jours)

Description

Turning the lengthy process re-engineering models upside-down, the method of sprint-style “design- thinking” starts from the finish line - to give a team a highly-specific problem to solve – and then works in an intensive, organized burst to develop viable solutions in a very short time-frame. Through real-world examples, and personalized in-class projects, the course Design Thinking for Innovation (Problem Solving Training) will demonstrate the principles of design thinking and client-centered approach to problem-solving, and how businesses can use novel research methods such as fast prototyping, experimentation and pilots to try out a various options prior to investing heavily in a full solution. Want to save time, money and effort? Give this approach a try.

Tarifs

- Tarification: \$1,500/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

What is Design Thinking?

Design thinking, user-centered design, human-centered design

Principles of Design Thinking

Attributes of Design Thinking

Design Thinking as a Problem-Solving Process

Uses in IT, Business and Beyond

Design Models: Understand, Explore, Create

Empathize and Understand

Exploring Empathy Techniques: empathy map, personas, journey maps

More Empathy Techniques: process maps, context diagrams, and more

Identifying Your Client – Customized Project

Imagine, Innovate and Design

Framing the Design Challenge

Design Phase Tools and Techniques

Ideation Phase – Developing and Choosing Solutions

Ideation Tools and Techniques: Creative Games and Sparkers, Brainstorming

More Ideation Tools: Storyboarding, Affinity Mapping and more

Innovating for Your Client – Customized Project

From Concept to Prototype

Why prototype?

Phases, Goals and Results

Proof of Concept, Prototypes, Pilots, Demos and more

Fast, Slow and Social Prototyping Techniques

Understanding and Applying Prototyping Techniques

Prototyping Solutions for Your Client – Customized Project

From Prototypes to Production

Definition and Measurement of Success

Testing Tools and Techniques

Tools and Techniques: Prioritization Tools, Analysis Tools, Design Lenses, Value Proposition and more

Implementation Tips

Reporting Back

Testing Your Prototype/Demo – Customized Project

Tips for Leading Facilitated Sessions

Leading the Change

Strengths and Limitations of Design Thinking

Integrating Design Thinking Into Your Workplace

Case Studies, Success Stories and Further Resources

Wrap Up and Conclusion
