

Design Thinking Essentials

Duration

Classroom session: 2 days

LiveOnline: 3 sessions of 4.5 hours

Learning outcomes

During this course you will learn about:

- What is design thinking and how it applies across a wide variety of challenges and opportunities
- How design thinking tangibly increases your organisational value.
- How to explore the needs, motivations, and behaviours of users
- Design thinking tools and techniques
- How to prepare and conduct user research
- How to test your design
- How to plan and execute the 5-step design sprint process

Intended for

- Product team members who are new to design thinking
- Product Owners and Leaders who are looking to lead a design thinking approach
- Anyone interested in learning and applying design thinking to their products and services

Prerequisites

There are no prerequisites for this course.



Design Thinking is a creative and iterative approach to defining, exploring and testing problems and opportunities for products and services. In this introductory course, we will cover the key principles, processes and toolsets that underpin design thinking whilst working through a case study that simulates a design challenge. You will walk through a design thinking process and learn how to apply it in your own context.

Content

Design Thinking Explained

- Design Thinking Overview
- Wicked Problems
- ROI & Impact of Poor Design
- Design Thinking Mindset & Skills
- Design Thinking Process

Research & Empathise

- Start with the Customer
- Personas
- Empathy Maps
- Forms of Research
- Customer Interviews

Define

- Initiative Canvas
- Problem Statements
- Customer Journeys
- Value Stream Mapping and How Might We?
- Understanding & Identifying Value

Ideate

- Ideation
- Brainstorming
- Convergence

Prototype

- Prototypes

Validation & Test

- MVP & Metrics
- Experiments
- Running Experiments
- What Comes Next?

Design Thinking Essentials

Delivery

This program is offered as a classroom-based course as well as a LiveOnline program. Our LiveOnline delivery is over three days (each four and a half hours in duration). The instructor is 100% live and interaction and learning objectives are the same as our in-person classes with the added benefit of being able to take this course from your home, your office or your home office. Since this class is delivered over half-days it allows for greater flexibility and leaves you with time each day for other work or activities.

PDU's

This course will contribute 14 PMI® professional development units (PDUs) towards your chosen certification (2 leadership hours, 2 strategic hours and 10 technical hours).

Intended for

- Product team members who are new to design thinking
- Product Owners and Leaders who are looking to lead a design thinking approach
- Anyone interested in learning and applying design thinking to their products and services