

Design Thinking Essentials

Duration

Classroom session: 2 days

LiveOnline: 3 sessions of 4.5 hours

Intended for

Anyone that has not used design thinking before and interested in learning and applying design thinking to their products and services.

Prerequisites

There are no prerequisites for this course.



In this introductory course we will cover the key principles, processes and toolsets that underpin design thinking, 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. We will also run through the Google Ventures – design sprint process, which is a structured, user-centric approach to creating and improving products and services.

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

Content

Introduction to Design Thinking and Understanding the Customer Problem

- Introduction to design thinking
- The ROI of design thinking
- Design thinking principles
- Framing your design challenge
- User research
- Research strategy and techniques
- Conducting research
- Empathy Maps
- Customer Journey Maps
- Customer Experience Maps
- Personas
- Building actionable Problem Statements

Building and Testing the Solution

- Brainstorm ways to meet needs
- Storyboarding
- Idea prioritisation
- Paper Prototyping
- Workshop – planning & preparation

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Your Own Design Challenges, case studies and running a Design Sprint

- Discuss your own problems that could benefit from a design thinking approach.
- Discuss real-life case studies.
- Run through the Google Ventures Design Sprint approach

Method used

Lecturing is kept to the minimum necessary, most of the learning is achieved by applying the practices and techniques in group exercises and a case study.

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 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. We use Zoom for our LiveOnline classes. Zoom is an easy to use and reliable cloud platform and we have in place robust security settings to ensure our users and their privacy are protected. For more information please check out our FAQ page.

For people with hearing loss, we can provide closed captions and in some cases full transcripts for our LiveOnline courses. In addition to captioning, we can also provide early access for learners with hearing loss to read through the course materials and test the tools and technologies.

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).