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Design Thinking Fundamentals

Course #: DT-100 **Duration:** 2 days

Prerequisites

None

Details

This course teaches participants how to lead a design thinking session that is human-centered, innovative, and successful. The course guides users through the five key stages of design thinking: empathize, define, ideate, prototype, and test.

Participants learn how to understand problems from a customer's perspective, how to create a point of view on the identified problems, how to effectively brainstorm new ideas, and how to create prototypes to test new ideas before investing too much time or money. Throughout the course, participants are introduced to a variety of tools that are useful in design thinking, from empathy maps to affinity diagrams.

This course is targeted to a range of professionals, including business leaders and designers who want to lead design thinking sessions and generalists who want a new approach to strategic problem-solving.

Software Needed

Miro or another whiteboard tool, such as Figma or Mural.

Outline

Design Thinking Fundamentals

- **Overview of Design Thinking**
  - The Roots of Design Thinking
  - What is Design Thinking?
  - Design Thinking Models
  - Relationship to Lean or Agile Processes
  - When is Design Thinking Useful?
  - The Design Thinking Mindset
  - The Stanford d.School Design Thinking Process
  - Design Thinking Sessions
  - Innovative Design Thinking Spaces
  - Virtual Whiteboards
- **Empathize**
  - The Importance of Empathy
  - Identify Stakeholders
  - Interview Preparation
  - Stakeholder Interviews

- Biggest Challenges of Interviews
- Field Studies
- Pros and Cons of Field Studies
- Forms of Data Collection
- Unpacking the Empathy
    - Story Share-and-Capture
    - Empathy Map
- Personas

- **Define**
    - Conceptualizing and Defining
    - Synthesis
    - Using an Affinity Diagram
    - Experience / Journey Mapping
    - The Sweet Spot for Innovation
    - 2 x 2 Matrix
    - The Problem / Mission Statement
    - Point of View
    - The Role of Ambiguity in Design Thinking

- **Ideate**
    - What is Ideation?
    - Managing Creative Flow
    - Stoke Activities
    - Facilitate a Brainstorm
    - Yes, And! Brainstorm
    - SCAMPER
    - Brainstorm Selection
    - "How Might We" Questions
    - Bono's Hats
    - Wurman's LATCH

- **Prototype**
    - Prototyping
    - Identify a Variable
    - Paper Prototyping
    - Wireframes
        - What is a wireframe?
        - Low-Fidelity Wireframes
        - High-Fidelity Wireframes

- **Test**
    - Testing
    - Testing with Users
    - Select Users for the Testing
    - Find an Environment
    - Choose a Facilitation Style
    - Choose a Facilitator
    - Choose Observers
    - Feedback Capture Matrix
    - Common Metrics