

3 DAY TRAINING

End-to-end Design Thinking Process

Workshop Goals:

Introduce a design thinking methodology. We will introduce the high-level process of ethnographic research, interpretative synthesis, and prototyping.

Learn design thinking methods. We will introduce methods for conducting qualitative research (contextual inquiry and cultural probes), for synthesizing data (insight combination and reframing), and rapid prototyping (scenario development, sketching, and service blueprinting).

Practice the process and reflect on the experience. Participants will complete one full iteration of the design thinking process in a hands-on manner, and will then be able to actively reflect on their experience and learnings

Type	Topic
<i>Lecture</i>	Introduction to Design Thinking
<i>Lecture</i>	The Design Process
<i>Lecture</i>	Introduction to Ethnographic Research
	Lunch
<i>Hands-on</i>	Let's Try It: Field-Work
<i>Lecture</i>	Introduction to Themes and Insights
<i>Homework</i>	Insight Development

Type	Topic
<i>Discussion</i>	Homework Review
<i>Lecture</i>	Introduction to Scenarios and Storyboards
	Lunch
<i>Hands-on</i>	Let's Try It: Storytelling
<i>Lecture</i>	Introduction to Sketching
<i>Hands-on</i>	Let's Try It: Sketching Vignettes
<i>Discussion</i>	Reflection: Process Applicability

Type	Topic
<i>Lecture</i>	Design Thinking in a Corporation
<i>Lecture</i>	Selling Design Thinking Internally
<i>Lecture</i>	Playing Well with Agile
	Lunch
<i>Hands-on</i>	Let's Try It: Write an Epic
<i>Lecture</i>	Staffing, Resourcing, and Budgeting for Design Thinking