

TRAINING + PROGRAM

Mentor/Apprentice Program

Workshop Goals:

Gain practitioner competency. Participants learn to function as practicing designers, using the methods in their current jobs.

Experience a repeatable process. Participants work through the entire process of design, gaining “muscle memory” of the steps and sequence of design thinking.

Learn from an expert. Participants work alongside an expert designer, gaining experience in a studio environment and with immediate critique and feedback.

Topic	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
<i>Kickoff, problem definition, and process overview</i>	■									
<i>Research focus definition and recruiting</i>		■								
<i>Contextual research</i>		■	■							
<i>Synthesis and sensemaking</i>				■	■	■				
<i>Rapid ideation</i>						■	■			
<i>Scenarios and storyboarding</i>							■	■	■	
<i>Capability and feature brief</i>									■	
<i>Roadmapping</i>										■