

TMY-SS43: Design Thinking : Innovative & Creative Thinking Tool

Course Code: TMY-SS43

Duration: 2 days

Instructor-led Training (ILT) | Virtual Instructor-led Training (VILT)

OVERVIEW

To thrive you need to INNOVATE. Therefore today, innovation is everyone's business. A key challenge in workplace innovation is a lack of framework, skills and tools to enable people to easily come together as teams and solve day-to-day problems. A second concern is the inability to solve problems with a focus on people

The Design Thinking process of Human-Centred innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.” (Tim Brown) It is successfully being used by leading organizations such as Apple, SIA, Starbucks, Adobe and many more to transform their products and services to meet customer expectation better and to continue to grow in a scenario of ever-increasing competition.

SKILLS COVERED

- An understanding of Human-Centred Innovation and the Design Thinking Process
- Methods and framework of collaborative problem solving
- tools and methods to engage workforce
- Overview of tools of Design Thinking and their application
- Understanding of selected tools of Design Thinking with sufficient practical knowledge to use them
- Templates for tools taught

WHO SHOULD ATTEND?

Employers

PREREQUISITES

There are no prerequisites required to attend this course.

MODULES

Module 1: Introduction to Design Thinking

- Innovation-an imperative to growth and sustainability
- Human Centred-Design: what is it
- Design Thinking Mindset: courage, playfulness, collaborative and engagement
- Creativity-an essence of innovation
- The Three step Design Thinking Process for the workplace:
 - **Empathizing**: observing and understanding Human experiences and needs
 - **Defining**: analysing and defining challenges to solve and opportunities to capture
 - **Solving**: testing and implementing innovative solutions

Module 2: The Empathy Phase

- What is Empathy
- Different terminologies: Seeing, Empathizing, Discovering etc
- Overview of Empathy Tools:
 - Empathy map
 - Persona profiling
 - stakeholder analysis
 - Interviewing
 - Observation
 - Experience Diagram
 - Concept mapping

- Inquiry
 - Kinaesthetic experiencing (walk a mile)
 - radar diagram
 - Decision making with pricing (Buy a feature)
 - Heuristic Ideation Technique
 - Critiquing
 - and more
 - Workshop Activity: Practical exercise on empathy phase. Participants are broken into small groups and work on Empathy exercise using select tools of Empathy
- Key brainstorming and creative ideation guidelines
 - Overview of Solutions Phase Tools
 - Sketching
 - Design Matrix
 - Alternative methods
 - SCAMPER
 - Brainwriting 6-3-5
 - Prototyping: modelling, storyboarding, roleplaying
 - Concept posters
 - Wireframing
 - feedback grid
 - Prototype evaluation matrix
 - and more

Module 3: The Define Phase

- What is Define
 - logic, analytics and need for agreement
 - Different Terminologies: Understand, Define, Framing
 - Overview of Define Tools
 - Prioritization matrix
 - Affinity mapping
 - “How-Might-We...” statements
 - Bulls-eye Diagrams
 - Voting
 - Problem tree analysis
 - laddering
 - Positive-Negative-Potential (Rose-Thorn-Bud)
 - Design Brief
 - and more
 - Workshop Activity: Practical exercise on Define phase. Participants work in small teams with practical exercises using select tools of Define to identify what problems to solve for users and its context. the output if this stage will be a Design-Brief
- Evaluate, Refine & Implement
 - Testing with users
 - Prototype evaluation
 - Refining
 - Workshop Activity: Practical exercise on Solving phase. Participants work in small teams and use creative ideation methods to find solutions. they create low-definition prototypes and models (or storyboards) and present. the output if this stage will be a sample solution well accepted to be implemented

Module 5: Establishing the Frameworks

- What needs to be done to establish a Design Thinking workplace culture
 - Communication and training
 - Tools and templates
 - Sponsorship and empowerment
 - Visual Boards

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Module 4: The Solution Phase

- Creativity in solutions
- Collaboration in brainstorming