

**Introduction to Design Thinking**

**Course Number:** AGL-172  
**Duration:** 2 days

**Overview**

Design Thinking is a human-centered approach to problem-solving and product development. This live, interactive Design Thinking training course teaches the basics of Design Thinking and how to incorporate the heart of Design Thinking - Empathy, Define, Ideate, Prototype, and Test -  into their processes. In addition, teams gain experience conducting in-depth interviews, creating empathy maps, brainstorming ideas, developing prototypes, and evaluating feasibility and viability.

This Design Thinking course is 60% hands-on, allowing participants to learn by doing. By the end of this course, teams have the tools and confidence to apply Design Thinking principles to any challenge to transform the way they create and innovate.

**Prerequisites**

There are no prerequisites for this class.

**Materials**

All Design Thinking training attendees receive comprehensive courseware.

**Software Needed on Each Student PC**

For in-person deliveries, attendees do not need computers for this course. We will provide full classroom setup instructions that will include seating in small groups, with supplies such as flipcharts, sticky notes, markers, and pens for the attendees and a projector and Internet connection for the instructor's laptop.

Online deliveries for this interactive training will use an online meeting platform (such as Zoom, WebEx, GoTo, or Teams) to have face-to-face contact online, including use of breakout rooms for group activities.

**Objectives**

* Understand the design thinking process
* Identify and assess opportunities through customer needs analysis
* Create clear product specifications based on desirable customer needs (human), feasible (technology), and viable (business)
* Generate and evaluate new product and service concepts through applied creativity
* Learn iterative prototyping
* Design services for enriched customer experiences
* Evaluate the economics of product development
* Plan and manage innovation projects effectively

**Outline**

* Introduction
* Understanding the Design Thinking Process
  + Product vs. Projects
  + Overview of Design Thinking
  + The Empirical Process
  + Design Thinking, Lean, Startup, and Agile
* Working as a Team: Radical Collaboration
  + Multidisciplinary teams
  + Familiarity working together
  + Leadership buy-in and support
* Discovery: Empathy
  + Comprehension - “What Is”
  + In-depth Interviewing: Asking the right questions.
  + Personas and empathy maps
  + Setting up observational
* Discovery: Define
  + Outcomes vs Outputs
  + Defining Problems
  + Understanding Value & Value Realization
* Options: Ideate
  + The Brainstorming Process
  + More Ideation Techniques
  + Solutions Development
* Options: Prototyping
  + “What Wows” (Generate and evaluate new product and service concepts through applied creativity)
  + Iterative prototyping
  + Basics of prototyping
* Delivery: Testing/Evaluation
  + “What Works” (Evaluate the economics of product development)
  + Assumption Testing
  + Learning Launch
  + Feasibility (Business)
  + Viability (Technology)
* Conclusion