PROFESSIONAL DEVELOPMENT TRAINING

09 884 0762

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1.0 DAY COURSE

Design Thinking Training

WHAT IS DESIGN THINKING and WHY IS IT IMPORTANT

Design thinking is a process for solving problems by prioritising the end user's needs above all else. It is solution based and user centric rather than problem based.

Design Thinking relies on observing, with empathy, how people interact with their environments, and employs an iterative, hands-on approach to creating innovative solutions.

It's about thinking how humans will engage with the product or service rather than how the organisation thinks they will engage or what they need.

It's about asking questions such as "Who will be using this product?" and "How will this solution impact the user?"

The first and most important, step of design thinking is building empathy with users. By understanding the person affected by a problem, you can find a more impactful solution. On top of empathy, design thinking is centred on observing the interaction between the user and the product, drawing conclusions based on research, and ensuring the user remains the focus of the final implementation.

To be truly human-centred, the second step is to watch how people use a product or service and continue to refine the product or service in order to improve the user's experience. This is the "iterative" part of design thinking. It favours moving quickly to get prototypes out to test, rather than endless research or rumination.

In contrast to traditional problem-solving, which is a linear process of identifying a problem and then brainstorming solutions, design thinking only works if it is iterative. It is less of a means to get to a single solution, and more of a way to continuously evolve your thinking and respond to consumer needs.

Why is design Thinking important

With design thinking skills comes the ability to develop product and service innovations that add value to your clients and customers' lives quickly and efficiently.

Because design thinking is so user-centric, innovative products, by definition, add value to customers' lives.

Using design thinking, you can continually iterate on existing products and create new ones that meet customer pain points as they arise—leading to greater business performance over time.

Overcome Cognitive Fixedness

One of the key tenants of design thinking is overcoming cognitive fixedness—the state of mind in which one consciously or unconsciously assumes there's only one way to interpret or approach a situation.

Design thinking requires breaking out of the box when looking at your product or service ("What else could this product/service do?") and when considering potential solutions to problems ("It's always been solved this way. What if we tried this instead?").

Like a muscle, overcoming cognitive fixedness becomes easier the more you do it. By using design thinking to guide your work, you can practice out-of-the-box thinking and excel in any problem-solving scenario.

Lead your Team Toward Innovation

Paired with leadership skills, an intimate knowledge of the design thinking process can enable you to lead innovation within your organisation.

With this framework, you can empower your team to take ownership of each part of the process, work together to pool knowledge and diverse perspectives, and track and measure tangible results.

With these 3 key points using Design Thinking saves organisations time and money and proves you to be a game changer.

What You'll Gain:

Design Thinking is a proven methodology which provides a creative solution-based approach to solving problems.

It's extremely useful when tackling complex problems that are ill-defined or unknown.

Using the 5 steps of Design Thinking helps to understand the human needs involved, enables you to reframe the problem in human-centric ways, create numerous ideas through brainstorming sessions and adopts a hands-on approach to prototyping and testing.

This fun and interactive Design Thinking Workshop will provide you with the practical skills and knowledge that will assist you to solve complex problems and use your critical thinking skills in an effective people entered way.

Outcomes

In this course participants will learn to:

- Develop deep consumer insights
- Reframe problems to reveal innovative solutions
- Solve productivity bottlenecks
- Reduce risk and accelerate learning through rapid prototyping
- Be comfortable operating in ambiguity
- Use a creative process to manage intractable problems

- Use insights to generate better ideas faster
- Begin to instil a design culture in your organisation

Modules

Lesson 1: Getting Started
- What is Design Thinking?
- Workshop Objectives
- The Model
- The Benefits
- Reflection

Lesson 2: Empathise
- A Human Centred Organisation
- Get to know your End User
- Empathy Mapping and Personas
- Reflection

Lesson 3: Define
- Write a Problem Statement
- Pain Points
- Conducting Research
- Developing Customer Insights
- Reflection

Lesson 4: Storytelling
- The role of Story Telling
- Create your Story
- Stories that Inform
- Stories that Inspire
- Reflection

Lesson 5: Ideate
- Convergent and Divergent Thinking
- Yes Thinking
- Reverse Brainstorming
- Idea Challenge
- Reflection

Lesson 6: Prototype
- Mock up your Idea
- Yes thinking
- Brainstorming
- Idea Challenge
- Reflection

Lesson 7: Iterate
- Share your Idea
- Test your Idea
- Gather Different Perspectives
- Gather Feedback
- Reflection

Talk to our expert team

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