

DESIGN THINKING BOOT CAMP

2 Days Classroom
2 Days Live Online

Individual: \$1995

Group: \$1895

GSA: \$1456.35

REGISTER HERE:
www.cprime.com/learning

COURSE OVERVIEW

During this fast-paced workshop, you will experience a hands-on journey through the design thinking process. Led by an expert with deep experience leading teams who design and build solutions in real-world environments, you and your peers will collaborate to define problems and solve them using design thinking techniques.

You will learn a straightforward process for problem definition, ideation, teaming, testing solutions and applying the process of solution building in your own organizational environment.

COURSE OUTLINE

Introduction: What do we mean by design...and what are we thinking?

1. Design thinking overview
2. How structure and process apply to creativity
3. The need to solve problems
4. Types of problems, types of solutions
5. Components of design thinking
6. Human centrism: The importance of your users, customers, & consumers

EXERCISE:

- Who has the problem?
Defining the user or customer

Part 1: Framing Problems

1. What's the problem, really?
2. Discovering problems
3. Technology problems and products
4. OODA loops and backlogs
5. Distinguishing symptoms, problems, and root causes
6. Refining problem definition
7. Repeatably finding "a-ha" moments

EXERCISE:

- Select a problem candidate
- Root cause analysis for isolating and defining a specific problem

Part 2: Divergent Ideation

1. What is divergent thinking?
2. Generating raw material
3. Iterating on divergence
4. Your north star: Human-centric solutions

5. Using divergence to refine the problem space

GROUP EXERCISE:

- Rapid ideation

Part 3: Convergent Ideation

1. What is convergent thinking?
2. Refinement and synthesis
3. Defining a future state for solution paths
4. Selecting solution candidates

EXERCISE:

- Revisiting your user persona and choosing the solution

Part 4: Testing Solution candidates

1. Agility: an overview
2. Advice on prototyping
3. How to prototype rapidly
4. Collecting data
5. Variables
6. Rapid testing
7. Iterating on tests

EXERCISE

- Modeling a testing cycle and group critique

Part 5: Iterating on Solutions

1. The feedback cycle
2. Agile practices for iteration
3. Measuring value
4. OODA loops again
5. Evolving solutions

See website for full outline

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