

Design Thinking for Business Innovation

- Overview and theoretical Introduction of the Design Thinking topic.
- Working in groups on simulated challenge and going through the whole Design Thinking cycle. During the process many typical Design Thinking technics and methods will be used.
- Scoping: Brain dump of the knowledge of the team members to get a common understanding of the challenge
- Research: Preparation and execution of interviews to gather relevant user data and generating empathic understanding of the user.
- Synthesis: Communicate the collected data in the team (storytelling), compression of the data with the help of Persona Definitions and Point of View techniques.
- Ideation: Generating solution ideas using various creativity- enhancing techniques (e.g. brainstorming, Remember the Future, etc.).
- Prototyping: Building a "low-fidelity" prototype which addresses the challenge
- Validation: Presentation of the prototype; learning from the feedback