



Design Thinking

Duration 2 day(s) (DESIGN-THINKING)

Boost creativity and innovation within your teams through Design Thinking!

Description

Identify new opportunities, improve or imagine new solutions through Design Thinking. This ideation process brings a multidisciplinary vision to your projects through co-creation and proposes iterative methods to boost collective intelligence and adopt a true "design" culture. Come discover the design thinking and animate workshops within your teams with a user-centered approach (UCD).

Goals

- Discover and understand the Design Thinking methodology.
- Identify when to apply Design Thinking.
- Know the benefits and limitations of the methodology.
- Adopt a user-centered approach.
- Appropriate tools of co-creation and creativity.
- Animate a Design Thinking workshop.
- Lead the role of creative facilitator.

Public

- Product Owners
- Project / Product Manager
- Consultants
- Managers and entrepreneurs
- Marketing Directors
- Designers

Prerequisites

- Nil

Structure

50% Theory, 50% Practice

Foundations of Design Thinking

- Introduction to Design Thinking and its origins
- The process of design thinking
- The design thinking attitude

Conduct a collaborative workshop

- Animation
- Creation of work teams
- Energize a team

Collect inspiration

- The customer and the user
- Identify and define the right users to target
- The "insights"
- Emotions and behaviors
- Define a need and create a challenge

Ideation

- Ideation categories
- Idea generation techniques
- Sorting and evaluation of ideas

Materialize your ideas

- Gross prototyping
- Prototyping tools
- explore, test and inspire
- Feedbacks

Tell a story

- The art of pitching and its stakes
- Write the pitch
- Present the pitch