Course Content

Unit 1:   8 hours

Introduction
Theory, history, and language of Enterprise Design Thinking.
- Design thinking is for Everyone
- Put the enterprise in Enterprise Design Thinking
- Prepare Yourself

Unit II: 8 hours

Focus on user outcomes
Drive business results by focusing on users' needs. Discusses techniques for user need analysis.
- Identify your users and their problems
- Recognize your assumptions
- Observe to learn more

Unit III: 8 hours

Restless reinvention
Treat everything like a prototype so you can quickly improve solutions.
- Bias towards action
- Actively seek great ideas
- Take risks

Unit IV: 7 hours

Diverse Empowered Teams
Collaborate better across perspectives and expertise to act on breakthrough ideas.
- Include a variety of voices
- Build alignment across your team
- Start sharing stories

Unit V: 5 hours

Make a plan
Set yourself up for continued success with Enterprise Design Thinking.

- What about tomorrow?
- Put it all together

Reference Books
1. Kelley, Tom, and David Kelley. Creative confidence: Unleashing the creative potential within us all. Currency, 2013.
2. Brown, Tim. "What We Can Learn from Barn Raisers." Design Thinking: Thoughts by Tim Brown. Design Thinking, 16 January 2015. Web. 9 July 2015.

3. Cross, Nigel. Design thinking: Understanding how designers think and work. Berg, 2011.
4. Knapp, Jake. "The 8 Steps to Creating a Great Storyboard." Co.Design. Fast Company & Inc., 21 Dec. 2013. Web. 9 July 2015.
5. van der Lelie, Corrie. "The Value of Storyboards in the Product Design Process." Journal of Personal and Ubiquitous Computing 10.2-3 (2006): 159–162. Web. 9 July 2015. [PDF].
6. Millenson, Alisson. "Design Research 101: Prototyping Your Service with a Storyboard." Peer Insight. Peer Insight, 31 May 2013. Web. 9 July 2015.
7. Recommended – Coursera Course on Design Thinking by HEC Paris