BTS
Training & Consultancy

DESIGN THINKING & INNOVATION

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DESIGN THINKING & INNOVATION

Course Summary:

An organization's ability to innovate – whether it's creating seamless and enjoyable customer journeys, radically new products and services, or breakthrough business models – is critical to long-term success. Innovation is about solving important, challenging problems in creative and value-creating ways. Design thinking is a practical toolkit for innovation that anyone can learn and apply. Innovating through design thinking represents a structured, human-centered method for creatively solving complex problems that inspire and delight users. In this program, you will learn the core principles and tools of design thinking and how to apply them across your organization to help it innovate and grow.

Who Should Attend?

This program is designed for managers, executives, engineers, and entrepreneurs who need a toolkit for innovation. Participants will learn how to provide more impactful, advanced, and sustainable solutions to complex problems in the business world.

Key Benefits & Takeaways:

By the end of this course, delegates will be able to:

- Discover design thinking and the types of problems it helps solve
- Develop an empathetic mindset – understanding the problem from the user's perspective
- Generate deep insights to reframe your understanding of the problem
- Apply ideation – rapid generation and refinement of concepts for solutions
- Move from concepts to potential solutions by prototyping
- Learn to test and validate solutions through the design thinking process

Course Outline:

What is Design Thinking?

- Core elements of design thinking
- When is design thinking useful

Problems amenable to design thinking

- Three Types of Challenges for innovation

Learning from Customers
- Insights from Extreme users
- Customer personas

Divergent and Convergent Thinking
- Distribution of ideas

DEO's Brainstorming Rules: Seven Important Rules
- A toolkit for innovative ideas

Prototyping
- Generating tools and approaches for properly testing and exploring ideas before investing too many resources

The Design Thinking Process
- Evaluation criteria
- IDEO Design thinking framework
- Understand user's POV: Immerse, Observe, Engage

Empathy Map
- Solving the wrong problems precisely
- Seeing through new eyes

Taking Action: A Personal Plan for your Design Thinking challenge
- Finalizing your action plan to implement on the job