

AI x Design Thinking Workshop Series

Syllabus

IDEO is a global design company that has been honing the methods and mindsets of design thinking for over 40 years.

In this course, you'll see practical applications of AI across the different phases of the design thinking process, including examples and advice from IDEO designers using these tools in their day-to-day work.

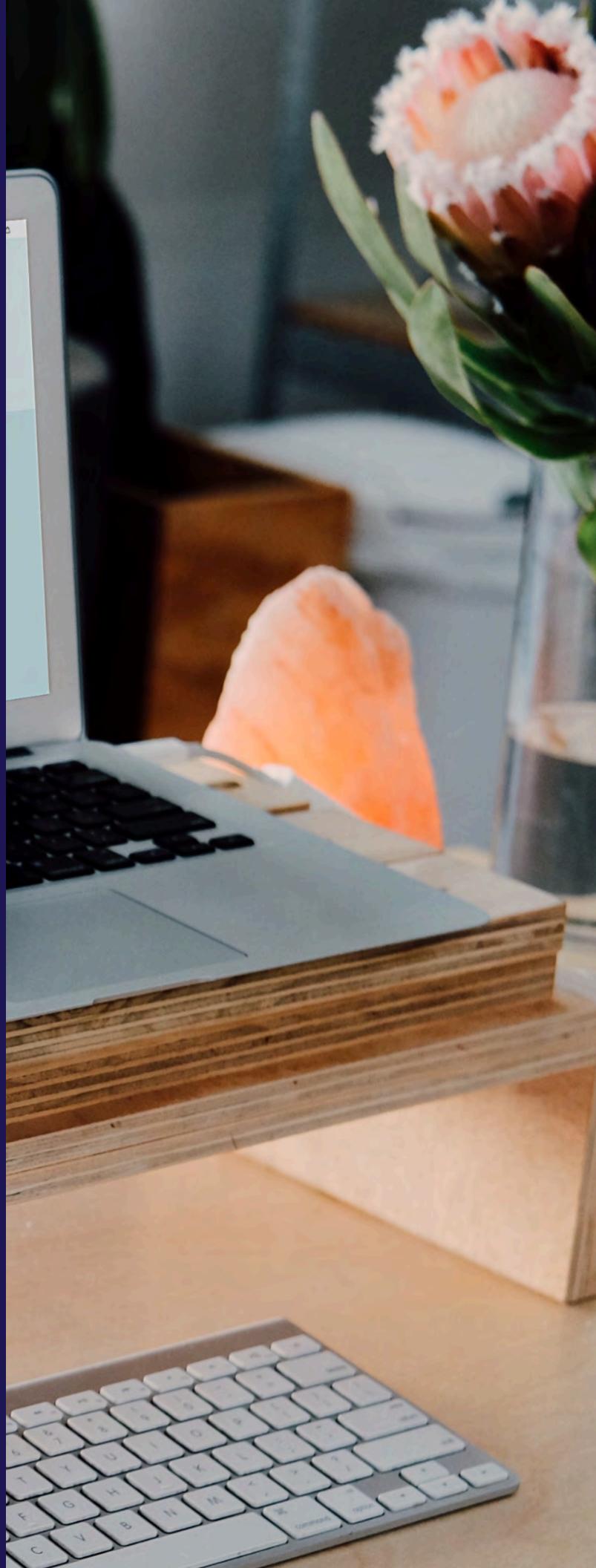
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What's Included

7 Live Sessions



1 AI x Design Thinking
Setting the Stage Live
Session



3 AI x Design Thinking
Live Demo Sessions



3 AI x Design Thinking
Live Jam Sessions

Additional Resources



7 Mentor Moments



Applied learning from
IDEO practitioners



Downloadable activity
book to further your skills



AI x Design Thinking

Workshop Series Overview

	Module	Description	Live Sessions
Module 1	Foundations of AI and Design Thinking	Kick off the series with a foundational discussion on how AI enhances design thinking, emphasizing collaborative, responsible, explorer, and human-centered mindsets.	Setting the Stage for AI and Design Thinking Session
Module 2	Using AI Responsibly	Use Generative AI responsibly by addressing risks like privacy, bias, and misinformation while prioritizing ethical and inclusive practices.	Setting the Stage for AI and Design Thinking Session
Module 3	Synthesizing with AI	Enhance synthesis with Generative AI by processing data, identifying patterns, and generating actionable insights efficiently.	Synthesis and AI Demo Session Synthesis and AI Jam Session
Module 4	Brainstorming with AI	Leverage Generative AI to enhance brainstorming by generating ideas, exploring possibilities, and pushing beyond obvious solutions.	Brainstorming and AI Demo Session Brainstorming and AI Jam Session
Module 5	Prototyping with AI	Utilize Generative AI to create prototypes, visualize concepts, and bring ideas to life quickly and effectively.	Prototyping and AI Demo Session Prototyping and AI Jam Session
Module 6	Looking Ahead: The Future of AI	Explore perspectives on the future of AI and its potential for inclusivity and innovation, and craft your vision for responsible and human-centered AI design.	Bonus Session

Live Sessions

Participate in live demo session facilitated by the IDEO U Teaching Team. The IDEO U Teaching team is made up of design thinking practitioners and expert facilitators.



Mentor Moment Recordings

Gain inspiration from IDEO mentors, who will share personal stories and behind-the-scenes examples of how they've used AI in their design projects. They share practical tips for getting started with AI while staying true to a human-centered design approach.



Jenna Fizel

MANAGING DIRECTOR,
EMERGING TECHNOLOGY, IDEO



Zach Hobbs

DESIGN DIRECTOR, IDEO



Amina Jambo

DESIGN RESEARCH LEAD, IDEO



Savannah Kunovsky

MANAGING DIRECTOR,
EMERGING TECHNOLOGY, IDEO



Takashi Wickes

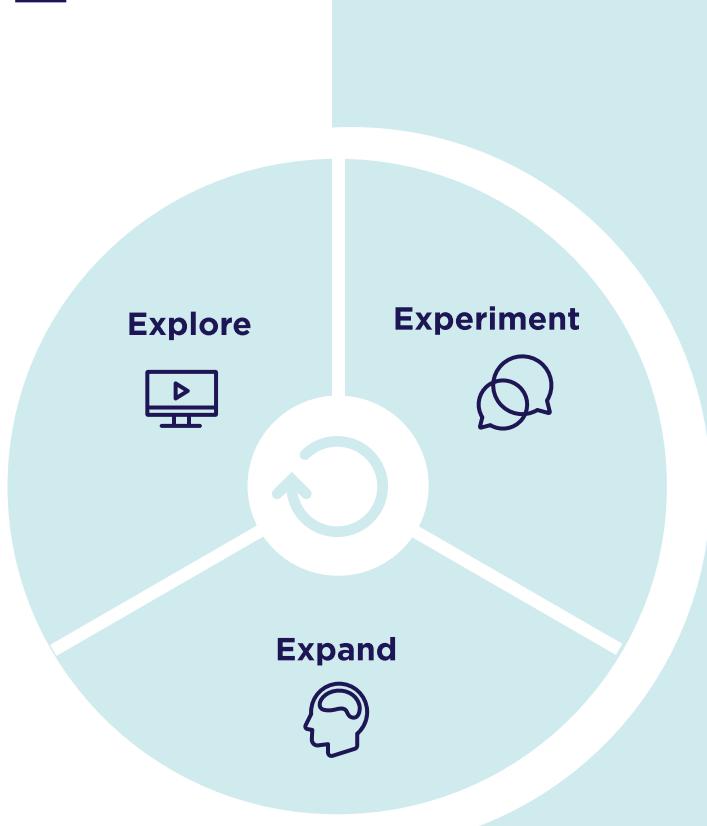
SENIOR INTERACTION DESIGN
LEAD, IDEO PLAY LAB



Ziyuan 'Zoey' Zhu

SENIOR CREATIVE
TECHNOLOGIST, IDEO

Learning Experience



Explore

A live foundational moment paired with pre-session materials set the stage for learning.



Experiment

The demo and jam sessions provide live moments where participants actively engage in hands-on exercises, practice skills, and collaborate with peers in real time.



Expand

Post-session activities and reflections help participants connect the live session experience to their specific work challenges and dig deeper into the topic.

WORKSHOP

AI x Design Thinking Workshop Series

Outcomes & Lesson Plan

[VIEW PAGE](#)

AI x Design Thinking

After this workshop, you'll be able to...



Augment your capabilities: Extend what you already do well, enhancing your existing skills and building on your current strengths.



Streamline your workflows: Spend less time on routine and repetitive tasks so you can focus on the parts of the work that matter to you.



Amplify your output and impact: Expand the range of ideas you generate, and consider more options and directions.



Use AI responsibly: Develop essential mindsets for working with Generative AI tools, framing your relationship with AI to be more collaborative, responsible, and human-centered.



Build AI into your creative process: Understand how to effectively partner with AI for creative and analytical tasks.

Foundations of AI and Design Thinking

Understand the fundamentals of Generative AI, how it complements design thinking, and develop key mindsets to effectively and creatively integrate AI into your work.

1 LIVE SESSION



Setting the Stage for AI and Design Thinking

This session introduces the key mindsets that will guide your engagement with AI throughout the series.

3 RESOURCES



1. What is Design Thinking?

Get an overview of key Design Thinking phases and learn where GenAI can be embedded in this process.

2. What is Generative AI?

Get a breakdown of how large language models work and what they can and can't do.

3. Working With and Alongside AI

Understand the fundamentals of Generative AI and how it works.

4. Gallery of AI Experiments

Explore how IDEO designers use AI to spark curiosity, inspire creativity, and uncover new possibilities at the intersection of human innovation and technology.

2 VIDEOS



1. Augmenting Human Creativity

Discover how Generative AI can enhance your creativity, streamline workflows, and amplify your impact in problem-solving.

2. Making Sense of AI

IDEO designers share how metaphors and analogies shape our understanding of AI and its potential.

3. Mentor Moments with Zach Hobbs

IDEO Design Director Zach Hobbs shares how he uses GenAI experimentally to inspire new ideas and uncover fresh pathways.

1 ACTIVITY



Explore Your Relationship with AI—

Surface your current mental model of AI, define its role in your work, and then use the magic of metaphors to frame your ideal relationship with AI.

Using AI Responsibly

Learn to use AI tools thoughtfully and responsibly by understanding how they work, evaluating their risks, and checking for potential harms and bias.

2 VIDEOS



- 1. Mentor Moment with Jenna Fizel**
IDEO's Managing Director of Emerging Technology, Jenna Fizel explains how a basic understanding of AI models enables more meaningful and responsible interactions with AI.
- 2. Mentor Moment with Amina Jambo**
IDEO Design Researcher Amina Jambo shares lessons from using AI-based personas in healthcare research, highlighting the importance of real human stories for nuanced insights.

2 RESOURCES



- 1. The Landscape of AI Tools**
Explore the rapidly evolving landscape of Generative AI tools and learn how advancements in technology have made them more accessible than ever.
- 2. Responsible AI Guide**
Learn about the key risks of using Generative AI—privacy violations, exploitation, misinformation, and bias—and practical safeguards to ensure ethical and responsible application.

1 ACTIVITY



Checking for AI Harms and Bias—Practice ways to uncover and address possible harms of using AI tools, including biases in their inputs and outputs, and consider the ethical implications and unintended consequences of designing with AI.

Synthesizing with AI

Use AI to speed up research and synthesis and get to insights faster while making sure to evaluate and validate AI outputs throughout your process.

2 LIVE SESSIONS



1. Synthesizing with AI Demo

Follow along as we demonstrate how to use popular GenAI tools to perform basic analytical tasks with both quantitative and qualitative datasets, and learn how to start applying them in your practice.

2. Synthesizing with AI Jam

Practice using Generative AI tools in a collaborative setting to organize data, uncover patterns, and refine insights during the synthesis process.

2 VIDEOS



1. Synthesizing with AI

Discover ways to leverage GenAI's strengths in processing, transforming, and summarizing data.

2. Thinking Critically with AI

AI is a powerful but imperfect and unpredictable tool. Learn why critical evaluation and validation of AI outputs is essential.

1 ACTIVITY



AI-Assisted Synthesis —Practice a four-step process for synthesizing your research with AI. Learn to leverage AI's data processing capabilities to help you capture learnings, identify themes, craft insights, and define opportunities for design from your data.

Brainstorming with AI

Use AI to develop ideas faster and explore many options, learning to prompt and guide these tools toward more innovative solutions.

2 LIVE SESSIONS



1. Brainstorming with AI Demo

Follow along as we demonstrate step-by-step how to use popular GenAI tools for brainstorming with specific prompting techniques and learn how to start applying them in your practice.

2. Brainstorming with AI Jam

Collaborate with peers to practice using Generative AI tools for brainstorming, generating diverse ideas, and exploring creative possibilities.

3 VIDEOS



1. Brainstorming with AI

Explore where AI excels and falls short in idea generation, and how to guide it toward more novel and surprising outputs.

2. Mentor Moment with Jenna Fizel

IDEO Managing Director of Emerging Technology Jenna Fizel shares strategies for crafting advanced prompts to generate creative ideas and align AI outputs.

3. Mentor Moment with Zoey Zhu

IDEO Designer & Creative Technologist Zoey Zhu explains how AI combines knowledge across domains to enable creative solutions and foster collaboration in research and across industries.

2 RESOURCES



1. Tips for Talking to AI

The way we engage with AI can influence the quality of its responses. Learn techniques to improve your interactions and get better outcomes from GenAI models.

2. Strategies for Crafting AI Prompts

Explore different approaches for building prompts to brainstorm with AI. Learn strategies for structuring your prompts and providing context to help you produce more interesting and compelling ideas.

1 ACTIVITY



Spark Unexpected Ideas with AI Mash Up—
Spark fresh ideas from unexpected pairings by leveraging GenAI's ability to combine unrelated concepts in realistic ways in this AI mash-up activity.

Prototyping with AI

Use AI to augment your prototyping abilities, bring concepts to life quickly, and stay intentional about the design choices behind your prototypes.

2 LIVE SESSIONS



1. Prototyping with AI Demo

Follow as we demonstrate how to use popular GenAI tools to visualize concepts and create low-fidelity prototypes, and learn how to apply them in your practice.

2. Prototyping and AI Jam

Practice using Generative AI tools to create quick prototypes, visualize concepts, and refine ideas collaboratively in a hands-on, interactive session.

3 RESOURCES



1. Simple, Consistent Visuals with AI

Learn techniques for working iteratively toward the right level of visual fidelity.

2. Case Study: If These Pants Could Talk

Learn how the team prototyped a chatbot that lets people talk directly with a pair of vintage jeans.

3. Case Study: Designing Materials for Better Storytelling with Generative AI

Explore how GenAI enables the visualization of imagined materials, pushing the boundaries of product design and storytelling.

2 VIDEOS



1. Prototyping with AI

Use AI to visualize concepts, iterate quickly, and streamline prototyping.

2. Mentor Moment with Takashi Wickes

IDEO Interaction Designer Takashi Wickes shares tips for using GenAI to create low-fidelity concepts that encourage meaningful feedback.

1 ACTIVITY



Make Ideas Tangible with AI—Bring your

ideas to life by using AI image generators to build low-fidelity prototypes. Create quick, simple concept sketches and storyboards that you can present to spark conversation and invite feedback.

Looking Ahead: The Future of AI

Explore diverse perspectives on AI's future and shape your own vision for responsible, human-centered design with AI.

2 VIDEOS



1. Mentor Moment with Savannah Kunovsky

IDEO Managing Director of Emerging Technology Savannah Kunovsky shares key insights on building GenAI responsibly to design a better future with courage and intention.

2. Perspectives on the Future of AI

What's next for AI? IDEO designers from a range of domains and disciplines share their visions and predictions for how AI might evolve and shape our future.

1 RESOURCE



1. Case Study: LLM Mediated Manifesto

Learn how an IDEO team used an LLM to bring 75 diverse voices together to co-author a manifesto shaping AI's future.

1 ACTIVITY



Create Your Own Mini-Manifesto—Write a mini-manifesto to define your beliefs, plans, and guiding principles for the responsible and inclusive use of AI.

“

Creativity is driven by the unique, out-of-the-box ideas that often come from human intuition and insight. AI can enhance this process, but it cannot replace the creative spark that defines human innovation.”



TIM BROWN
LEADING FOR CREATIVITY
INSTRUCTOR & CHAIR OF
IDEO



LEARN MORE

[**www.ideou.com/aiworkshop**](http://www.ideou.com/aiworkshop)

For any questions, reach out to us at
hello@ideou.com.