Assumption University
Vincent Mary School of Science and Technology
Department of Information Technology

ITX 2005 – Design Thinking
Semester 1/2023

Course Status :   Specialized (Core) Course
Number of Credits :   3 Credits
Pre-requisite(s) :   N/A

Section	Instructors
541	Chayapol Moemeng
542	Benjawan Srisura
543	Sirapob Thangseresuk

Class Schedule: Tuesday 13:30 – 16:30
Class Venue: VME 0101

Course Description

Overview of design process, problem interpretation, ideation, experimentation, solution discovery, design thinking approach to develop products, services, or solutions for complex problems; design thinking methodology, techniques, and supporting tools.

References

- Michael Lewrick, Patrick Link, and Larry Leifer. The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable Innovation Methods. Wiley, 2020.

- Michael Lewrick, Patrick Link, and Larry Leifer. The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses, and Ecosystems. Wiley, 2018.

- James Kalbach. Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams. O'Reilly Media, 2016.

- Additional reading materials to be announced in class.

Mark Allocation

+ Class Participation:	10%
+ Midterm Examination (Soft Pitch):	20%
+ Progress Presentation:	20%
+ Mentor's Evaluation (Individual):	10%
+ Final Examination (Final Pitch):	40%
Total :	100%

Course Content & Schedule

Week	Date	Topics
Module I – Principles of Design Thinking
1	06 Jun 2023	Introduction to Design Thinking + Overview of design thinking & innovations + Key process in design thinking
2	13 Jun 2023	Learning to Observe + Getting started with empathy
3	20 Jun 2023	Learning to Understand + Methods for empathetic design
4	27 Jun 2023	Learning to Define & Explore + Defining problems & exploring solutions + Methods for ideation
5	04 Jul 2023	Learning to Design & Prototype + Building the right prototypes for testing + Methods for prototyping
6	11 Jul 2023	Learning to Test & Validate + Testing & validating ideas using prototypes + Methods for testing
7	18 Jul 2023	Soft Pitch (Midterm Oral Examination)
Module II – Design Thinking Workshops
8	25 Jul 2023	Workshops on Empathy Development + Understanding who you are designing for + Target group characterisation & persona development
9	15 Aug 2023	Workshops on Problem Definition & Solution Exploration + Problem clarification, analysis & reformulation + Collaborative ideation practices
10	22 Aug 2023	Workshops on Prototyping & Testing + Lean startup method for prototype development + Testing using interviews and focus groups
11	29 Aug 2023	Progress Presentation
Module III – Design Thinking for Real-world Problems
12	5 Sep 2023	Design Thinking in the Real World + Developing real-world prototypes using lean startup + Testing solution feasibility in the real-world context
13	12 Sep 2023	Preparing an Idea Presentation + Summary of design thinking principles and process + Storytelling techniques for design thinking presentation
14	15 Sep 2023	Class Summary and Mentoring
15	26 Sep 2023	Final Pitch (Final Oral Examination)

Other Regulations

- **Assessment Appeal's Policy:** For any assignments/projects and/or examination(s) (EXCLUDING final examination), the lecturer will announce scores and/or discuss with students about solutions approximately within 1-3 weeks after the submission deadline and/or finishing grading. Students may request the lecturer for an assessment appeal, if any, within 1 week or as specified the appeal's deadline by the lecturer. Otherwise, the grading will be finalized.

  Remark: for the assessment appeal's policy of final examination, contact registrar office.