Be innovator with Design Thinking

Description

Design Thinking is an agile innovation approach that places people at the heart of the innovation process, alternating listening, analysis, ideation, creation, prototyping, validation.

Niveau
Fondamental
Course Content
Module 1: Introduction

- Presentation of the participants
- The educational approach

Module 2: Innovation

- Explode the myths of innovation
- How does an innovation process start?
- The stages of an innovation process
- The differences between DT and other innovation methods

Module 3: Design Thinking

- What is Design Thinking?
- The different steps
- The strong values ??of DT

Module 4: Inspiration / Immersion phase

- The 5 key skills to practice
- Prepare your innovation project
- Define the conceptual framework
- Build a DT team
- Understand and observe users
- Define extreme profiles
- Conduct interviews
- Use immersive empathy
- Share insights and ideas

Module 5: Ideation phase - From ideas to actions

- What are the stages of a creative process
- Define the criteria for the success of an idea
- Use creative techniques to diverge
- Structure the ideas found during the divergence phase
- Use idea selection techniques to converge

Module 6: Prototyping phase

- What is a rapid prototype?
- The advantages of the prototype
- Example of prototypes
- Prototyping workshop
- Test the prototype with users

Lab / Exercises
Each part includes practical group-oriented exercises: Inspiration / Immersion phase

- Observation
- Interviews
- Empathy
- Immersive

Ideation phase - From ideas to actions

- Lego serious play
- Brainwrinting
- Brainstorming

Prototyping phase

- Rapid prototyping of an idea

Documentation

- Digital courseware included

Participant profiles

- Anyone participating in the company's innovation process
- Directors
- Marketing directors
- Sales team
- Human ressources
- Production
- R&D

Prerequisites

- No prerequisites

Objectives

- Understand how the Design Thinking method works
- Know the factors that promote innovation
- Develop your own innovative strength and that of your team
- Be able to apply the TD steps to an innovation project
- Know and apply Design Thinking methods and tools

Classroom Registration Price (CHF)
1600
Virtual Classroom Registration Price (CHF)
1600
Duration (in Days)

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Reference
ORG-DESI