

Design Thinking Basics («H33767»)

In this interactive course, you will learn about Design Thinking and how you can successfully apply this approach in your everyday work. This is how you ensure that new products will actually be successful on the market.

Duration: 2 days

Price: 2'200.–

Content

1 Introduction to Design Thinking

- Definition and delimitation
- 3 elements: team, space and process
- The principles and phases of the Design Thinking process
- Best practice

2 Practical Design Thinking project – method inputs and practical exercises in teams

- 1st phase: Research – empathy through explorative user interviews
- 2nd phase: Synthesis – filtering and analyzing to identify relevant problems and user needs
- 3rd phase: Ideation – creative techniques to generate many and unexpected solution proposals
- 4th phase: Prototyping – Rapid further development of solution approaches through prototyping techniques
- 5th phase: Testing – early testing of solution approaches to generate feedback

3 Design Thinking Practice

- In comparison with other methods
- Concepts for integration
- Reflection and discussion

Key Learnings

- Learning how Design Thinking can be used as a powerful innovation method
- Reflecting on the principle of user-centered thinking
- Applying the five Design Thinking phases including phase objectives and methods
- Recognizing how to work profitably in collaborative, interdisciplinary teams
- Understanding the strengths and limitations of Design Thinking compared to other methods
- Knowing approaches for a possible implementation in the own company context

Methodology & didactics

Workshop with impulse and practical units in alternation, group work with field trips, discussion, exchange of experiences

Target audience

This course is aimed at managers and directors as well as specialists and executives, especially from the areas of research and development, business development, innovation, strategic management, marketing and sales, and anyone who is interested in the method and wants to learn about it interactively.

Additional information



This training can also be offered virtually upon request.

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-leadership-soft-skills/soft-skills/course-design-thinking-basics