



What is Design Thinking?

Design Thinking is a methodology used by designers to solve complex problems, and find desirable solutions for clients. A design mindset is not problem-focused, it's solution focused and action oriented towards creating a preferred future. Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be—and to create desired outcomes that benefit the end user (the customer).

“Design thinking can be described as a discipline that uses the designer’s sensibility and methods to match people’s needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.” – Tim Brown CEO, IDEO

Why Design Thinking?

Design Thinking Graphic Thinking like a designer can transform the way organizations develop products, services, processes, and strategy. This approach, which IDEO calls design thinking, brings together what is desirable from a human point of view with what is technologically feasible and economically viable. It also allows people who aren't trained as designers to use creative tools to address a vast range of challenges.

Course Outline

INTRODUCTION

- ⇒ Learn design thinking, a process for creative problem solving.
- ⇒ An overview of the 5 skills you'll be exploring in the course: Observing, Learning from Extremes, Interviewing, Immersive Empathy, and Sharing Insights.
- ⇒ Discussion: Why is it important to see the world through different lenses?
- ⇒ Activity: Choose the challenge that you'll explore during the course.



Observe

- ⇒ Inspire new thinking by discovering what people really need.
- ⇒ Practice how to listen with your eyes in order to understand what people value and care about.
- ⇒ Discussion: What helps you get into a curious and non-judgmental mindset?
- ⇒ Activity: Get out in the world and start observing your target audience and their behaviors.

Learn from Extremes

- ⇒ Push past the obvious to get to breakthrough solutions.
- ⇒ Understand how learning from extreme perspectives can stretch your thinking so that you can get beyond your assumptions and get to bold, new ideas.
- ⇒ Discussion: Tell us about a time you stretched your thinking beyond your comfort zone. How did it make you feel and what did you learn from this unfamiliar context?
- ⇒ Activity: Identify five to eight extreme people and behaviors to help you see new angles of your project challenge.

Interview

- ⇒ Learn activities and tools for asking the right kinds of questions and setting the stage.
- ⇒ Discussion: Why is it important to be in tune with your presence when interviewing? How might you enhance your own self-awareness as an interviewer?
- ⇒ Activity: Plan and conduct an interview. How might you use the tips you've learned to get to deeper, more honest answers?

Immersive Empathy

- ⇒ Get beyond your assumptions by putting yourself in the shoes of the people you're designing for.
- ⇒ Discussion: What does empathy mean to you? Can you think back to a time in your personal or professional life when you developed empathy for someone else's experience?
- ⇒ Activity: Design and conduct an empathy experience to better understand a different perspective.



Share Insights

Craft a human story to inspire others toward action.

Take what you've learned in the previous lessons and turn it into compelling insights to share with others.

Discussion: What were the themes you arrived at from connecting your individual data points in meaningful ways?

Activity: Capture, connect, and craft your final project insights (Prototype).