

Principles of Design Thinking

Enhancing team collaboration, ideation, and problem solving

DESCRIPTION

In this 12-hour activity-based workshop students learn how to leverage the Design Thinking framework (Research-Define-Ideate-Prototype-Test) as a team-based approach for finding effective solutions to problems. The workshop is hands-on and can be offered remotely, in-person or through on-the job training,

By taking part in this class students should be able to:

- Describe the fundamentals of Design Thinking to improve organizational performance
- Solve complex issues by leveraging team creativity through Design Thinking methods
- Brainstorm new product and service ideas generated from user insights
- Apply collaborative techniques for selecting the best ideas
- Interview end users to learn about their world as it relates to a product or service
- Systematically gather feedback on a concept or design through usability studies
- Understand the process for prototyping and iteratively testing concepts
- Improve project outcomes by combining Design Thinking with analytical decision making
- Establish a framework for building an environment that fosters creativity
- Develop new ways to collaborate across all functions of the organization

AUDIENCE

This course is ideal for professionals from any industry who are tasked with problem solving and seek new team-oriented approaches to finding solutions.

PREREQUISITES

There are no prerequisites for this class except a deep interest in learning how to collaborate with fellow employees on exploring opportunities and developing innovative solutions for problems that impact their organization's success.



TOPICS COVERED

What is Design Thinking?

- Phases of the Design Thinking process
- Complementary approaches such as Jobs to Be Done and the User Experience research process
- Assembling a diverse and committed Design Thinking team

Planning the Design Thinking Project

- Defining the problem statement
- Doing secondary research to understand the problem area
- Identifying and involving key stakeholders to win support for your effort
- Setting up Design Thinking workshops that inspire success

Gathering Data on Your Target Audience

- Using personas to identify key audience characteristics
- Organizing site visits with team members
- Identifying user tasks and workflows
- Interviewing and complementary research skills to learn about your audience

Team Facilitation

- Techniques for ensuring all team member voices are heard
- Creating an open environment where team members learn to trust each other and feel comfortable sharing their thoughts and responding to others ideas
- When to intervene and how to handle failure
- Creative team building activities that inspire brainstorming, identification of the best ideas, and synthesis into prototype solutions

Developing and Testing Prototypes

- How to create a rough physical or digital prototype to address problem area
- Gathering feedback on the prototype via interviews and usability testing
- Iterating on a prototype
- Overview of digital tools that help your team be more productive.



DURATION

This course is typically delivered in three 4-hour sessions across three weeks. The sessions occur once a week to allow teams to further practice Design Thinking and user research skills by carrying out end user interviews, site visits, developing and working with early prototypes, running usability studies, and asynchronous synthesis of insights.

TRAINING PLAN Design Thinking for IT Professionals (virtual or in person)

Session 1 – Planning a DT Project 4 hours	Session 2 – Collaboration & Data Gathering 4 hours	Session 3 –Refinement & Synthesis 4 hours
<ul style="list-style-type: none"> ◆ Introductions and course overview ◆ What is Design Thinking? ◆ Phases of the Design Thinking process. ◆ How Design Thinking overlaps with other approaches such as Jobs to be Done and the User Experience lifecycle. ◆ Components of a Design Thinking project plan. ◆ Gaining internal support for your DT initiative ◆ Assembling the DT team, needed competencies, defining roles, & norms. ◆ Defining the problem statement. ◆ Secondary research to establish the foundation for the Design Thinking project, e.g., industry trends, gaps, and competitive landscape. ◆ Performing a stakeholder analysis ◆ Identifying key users who will deliver the richest insights. How to find and recruit the best types of participants. 	<ul style="list-style-type: none"> ◆ Introduction to task analysis and customer journey to focus data gathering. ◆ How to interview end users. ◆ Tips for doing observational research. ◆ Creating discussion guides for an interview to keep conversation on track. ◆ Managing team visits to customer sites. ◆ Data collection mechanics. How to manage ethical issues such as consent, data security and privacy. ◆ Setting up a Design Thinking workshop in-person or virtual. Tips for arranging successful Design Thinking workshops. ◆ Facilitation techniques that build trust, help teams ideate, hear different viewpoints, and make decisions. ◆ Creative group techniques for brainstorming innovative product and service ideas. ◆ Collaborative techniques such as affinity diagramming and dot voting to pick the strongest product ideas and user insights. 	<ul style="list-style-type: none"> ◆ Developing prototypes that elicit specific feedback. ◆ Introduction to usability testing. ◆ Creating a discussion guide and task list for a usability study. ◆ Moderating a usability study. Data collection. ◆ Techniques for reporting, tracking, and resolving feedback from a usability study. ◆ How to bring stakeholders into the usability testing process. ◆ How to leverage techniques such as card sorting to gain insight into the end user’s understanding/mental model of a product or a system. ◆ How to report results from a usability study ◆ Overview of digital tools that can be leveraged in Design Thinking. ◆ Closing comments, and resources for expanding your knowledge of Design Thinking. Students complete evaluation form.



ABOUT YOUR INSTRUCTOR

Kay Corry Aubrey is a usability consultant and trainer who shows her customers how to make their products more easily understandable for users. She specializes in collaborating with product and marketing teams to carry out user research and user interface design for a range of interactive products. Much of her work focuses on improving the usability of products and services directed towards older people. Since founding her company in 2002, her clients have included the Broad Institute, Sivantos, Oracle, Pillo Health, Massachusetts Medical Society, iRobot, Centers for Medicare and Medicaid, and Raytheon.

Kay has educated and trained hundreds of professionals in UX skills across many industries. She teaches UX research and design through the Healthcare Informatics program at Northeastern University and is a RIVA-certified Master Moderator and trainer. Kay is a feature editor for the QRCA VIEWS magazine, a qualitative research journal.

TESTIMONIALS FROM PAST STUDENTS

- *I learned about something almost completely new in a very engaging and comprehensive way...instructor is obviously an expert and is able to convey her expertise very effectively.*
- *For the time allotted, I believe I gained a large set of baseline tools to use in my future usability test. Ms. Aubrey answered all the questions I had regarding unique circumstances that I will encounter in the future.*
- *Very well thought out/taught and extremely easy to understand and comprehensive. The instructor was very knowledgeable and friendly.*
- *Good content, engaging trainer, hands on practice*
- *The whole class had value for me. From the Q&A portion to the demonstration, I have gained valuable experience to use my career*
- *This was a great course; very glad I could attend and I learned a lot that will be very helpful for my work.*

PREVIOUS ORGANIZATIONS WHO HAVE BENEFITED FROM OUR TRAINING

- Abt Associates
- Columbia University Libraries
- Commonwealth of Massachusetts
- The Concord Consortium
- Georgia Pacific Innovation Institute
- Intuitive Surgical
- RIVA Training Institute
- United States Air Force