



## Design Thinking

### Overview

Design Thinking is an innovative approach to problem solving. Learning how to use Design Thinking will help your team create user-friendly solutions designed to increase profit while decreasing customer dissatisfaction. This training will help your team master the concept of Design Thinking and use them to solve real-world problems.

### Learning Objectives

- Define Design Thinking
- Evaluate the benefits of Design Thinking
- Analyze Design Thinking principles and phases
- Apply Design Thinking to solve specific work-related problems

### **Module 1: Design Thinking Basics**

- What is Design Thinking?
- How Does it Work?
- Why Does it Matter
  - Design Thinking Works: Case Study
- What Do You Think Group Discussion
- Wicked Problems

### **Module 2: Design Thinking Principles and Phases**

- Four Principles of Design Thinking
  - The Human Rule
  - The Ambiguity Rule
  - The Redesign Rule
  - The Tangibility Rule

### **Module 3. Design Thinking in Action**

- Phase 1: Empathize
  - Activity: Build Empathy for the User
- Phase 2: Define
  - Activity: Define Your Problem Statement
- Phase 3: ideate
  - Activity: Ideation 1: Generate Ideas and Potential Solutions
  - Activity: Ideation 2: User Journey Mapping
- Phase 4: Prototype
  - Activity: Create Your Prototype
- Phase 5: Test
  - Activity: Test Your Ideas
- Outline Next Steps