

Corporate Readiness Certificate.



SYLLABUS

Design Thinking - Facilitation and Methodology in IT and Business Environments

[Number of hours: 15 h]

DESCRIPTION OF THE COURSE

Design Thinking is modern approach for creating business solutions in an IT environment, recently gaining more and more popularity. This methodology is grounded in a deep understanding of the customer goals and field research investigating behaviors and acts of the customer and end users (who are also engaged in the project). This way it is easier to better define the customer needs and tailor a specific offering for the customer as well as eliminate wastes. During the course students will learn this method while attending lectures and workshops.

REQUIREMENTS

- Fluent English in speech and writing
- Good communication skills
- Creative thinking
- Interest in business environment

REQUIRED BACKGROUND

No additional requirements.

PASSING CRITERIA

80% presence.

ADDITIONAL INFORMATION ON COURSE

Design Thinking introduction and keywords: the loop & artifacts.
Information sources, diverge / converge, creating persona, empathy.
Ideas, Hills and Solutions.
Prototyping, sponsor users input, playbacks.
Synergy of Agile and Design Thinking.

CONTENT & LITERATURE

No required literature.

TECHNICAL REQUIREMENTS FOR UNIVERSITY

Mural

Online access for participants

COURSE OVERVIEW

1. Design Thinking introduction

- a. What is the place of Design Thinking in an IT world?
- b. The Loop
- c. The Artifacts
- d. Basic facilitation techniques – introduction

2. Agile and Design Thinking

- a. Agile Manifesto for Software Development
- b. Agile Development Principles

- c. Working the Agile way in Design Thinking - workshops

3. Persona, empathy map and as-is scenario

- a. Creating persona
 - i. Design Thinking and Social Sciences
 - ii. Field research
 - iii. Ad-hoc persona
- b. Customizing Empathy Map
 - i. Values and stereotypes
 - ii. Behaviors and archetypes
- c. As-Is-Scenario
 - i. Brainstorming your hero
 - ii. Scenario mapping
 - iii. Role-playing games
 - iv. Scenario evaluation and user experience

4. Ideation, Hills and Prototyping

- a. Creating ideas – imagination and abstraction
 - i. Ideation Map – Importance and Feasibility tricks
 - ii. Difference between Ideas, Hills and Solutions
 - iii. Hills statements in various methodologies
- b. Prototyping
 - i. Low-fidelity and Medium-fidelity
 - ii. Tools

5. Playbacks and sponsor users

- a. Iterating a Design Thinking workshops
- b. Sponsor users input and yellow flags
- c. Engaging participants
- d. Updating the story
- e. Questions and answers