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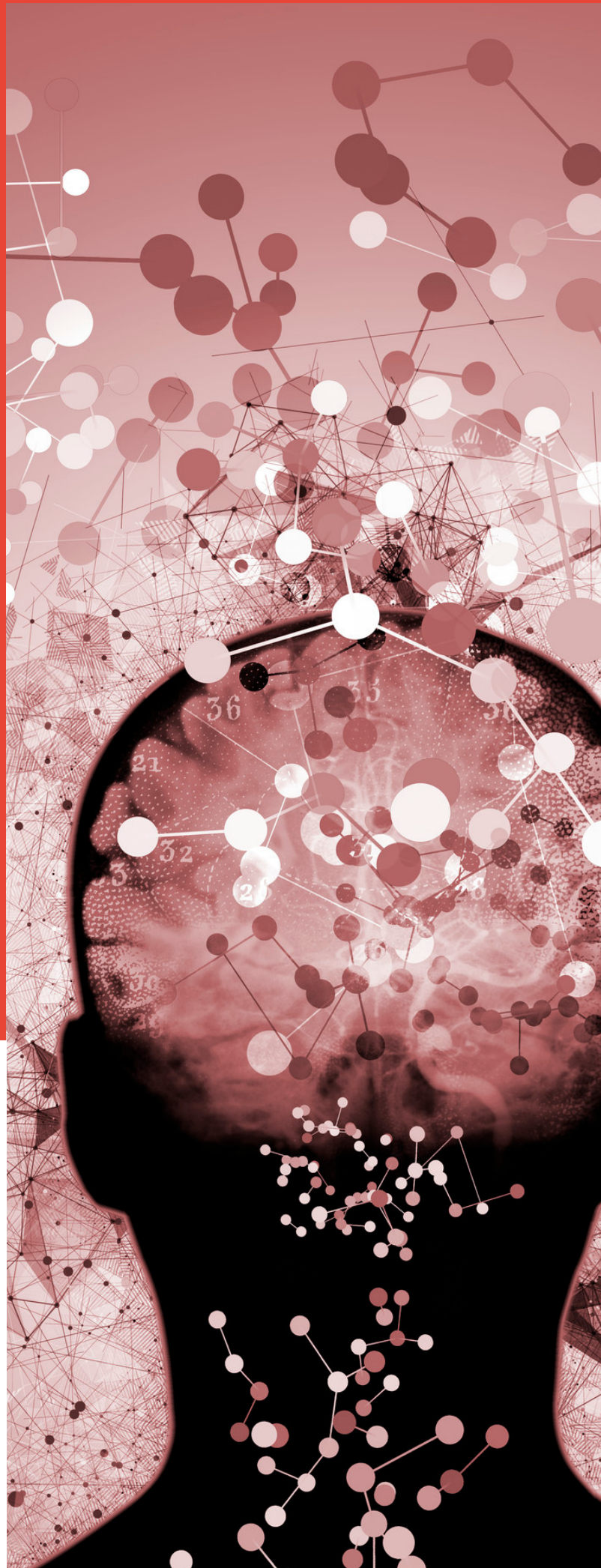
# DESIGN THINKING

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## COURSE OVERVIEW

In this course, learn what's involved in setting up a design thinking exercise to kick off a new project or subproject. Get tips for assembling your team, including how to determine who should be involved from across your organization. Discover what activities you need to perform to define the problem space, set goals, ideate on a solution, test that solution with a prototype, and then plan your implementation. Plus, learn about some of the common issues that can get in the way of a successful design thinking session, as well as the traps that people fall into when they do this for the first time. Follow along with an example project as it goes through the design thinking process. Along the way, watch the development team use design thinking to turn new ideas into a testable concept and full-featured product.

## COURSE OBJECTIVES

- Apply the five-step design thinking process to a design challenge in your organization.
- Empathize with your users through interviews and observations, to take a human-centered approach to a challenge.
- Define your core problem by synthesizing and analyzing the information gathered during your empathy work.
- Ideate solutions to your problem.
- Prototype your ideas rapidly to identify the best possible solution for your problem.
- Test your prototypes with users to gather feedback on your proposed solutions.



## WHO SHOULD ATTEND

- Individuals who have heard about design thinking but don't know exactly what it is or how it works.
- Those who need to refresh and solidify their understanding of design thinking.
- Business leaders want to understand better what the designers at your company do or how design can help your company achieve its goals.

## The Five Stages of Design Thinking

**Stage 1: Empathize - Research Your Users' Needs.**

**Stage 2: Define - State Your Users' Needs and Problems.**

**Stage 3: Ideate - Challenge Assumptions and Create Ideas.**

**Stage 4: Prototype - Start to Create Solutions.**

**Stage 5: Test - Try Your Solutions Out.**

## COURSE OUTLINE

### Introduction

- Understand Why, How and What of system thinking

### What is Systems Thinking

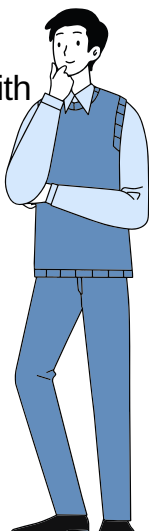
- The systems thinking feedback loop
- Mental models
- The DSRP technique

### How to use Systems Thinking

- The power of mapping in systems thinking
- A visual grammar
- DSRP maps

### Applications of Systems Thinking

- Developing emotional intelligence with systems thinking



## COURSE OUTLINE

### Introduction

- What is design thinking?

### Where Design Thinking Fits in a Business

- Agile, lean & design thinking
- What design thinking helps you to achieve?

### The Design Thinking Process

- Finding the real problem
- Implementation Planning

### Pros and Cons of Design Thinking

- Communication and course correction
- Testing your ideas

### Making Design Thinking Happen in Your Organisation

- Track your success
- User-centered design techniques

### Applying design thinking

#### Finding the Right Problem to Solve

- Identify the pain points
- Experience mapping
- Extracting pain points
- Pain points to goal

#### Coming Up with Good Ideas

- Personas
- Ideate
- Scenarios

#### Testing Your Ideas with Real Customers

- Paper prototypes
- Usability testing
- Iterate

#### Planning your development work

- Creating a story map
- Minimum usable product



## WHY LEARN FROM US?

**Our vast experience will help you manage quality projects.**

- 600+ Successful Client Projects and counting
- 80 Million USD of Portfolio delivered
- 28 Years of Project Management Expertise
- 27 Countries Trained Worldwide
- 86 Highly Skilled Team Specialists
- 7 Operational Offices around the world

### MINING, OIL AND GAS

28 years

### ENERGY AND POWER SUPPLY

10 years

### ENGINEERING

5 years

### WATER AND SANITATION

3 years

### BANKING AND INSURANCE

5 years

### PROCUREMENT AND CONSTRUCTION

3 years

### TELECOMMUNICATIONS

5 years

### RETAIL

3 years

### FAST MOVING CONSUMER GOODS

5 years

### PHARMACEUTICALS

3 years



## MEET KEVIN IN'T VELD (PMP)

*"If you're not making waves, you're not kicking hard enough."*

As Group CEO and founder of People to Projects in Malaysia and Partner to the Bridgit Group and obsessed with every facet of project management, Kevin in't Veld's expertise lies in:

- Project management training and certifications
- Project management office implementations
- Software development and integration
- Directive Communication
- Coaching and mentoring

In addition to being an Oracle and Microsoft partner, Bridgit Africa has the following accreditations:

- PMI REP (Project Management Institute) Registered Education Provider
- Platinum Training Provider - Project Management South Africa (PMSA)
- Directive Communication (DC)
- CESA (Consulting Engineers of South Africa)

