

### 3 DAY TRAINING

# End-to-end Design Thinking Process

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Workshop Goals:

**Introduce a design thinking methodology.** We will introduce the high-level process of ethnographic research, interpretative synthesis, and prototyping.

**Learn design thinking methods.** We will introduce methods for conducting qualitative research (contextual inquiry and cultural probes), for synthesizing data (insight combination and reframing), and rapid prototyping (scenario development, sketching, and service blueprinting).

**Practice the process and reflect on the experience.** Participants will complete one full iteration of the design thinking process in a hands-on manner, and will then be able to actively reflect on their experience and learnings

Type	Topic
<i>Lecture</i>	Introduction to Design Thinking
<i>Lecture</i>	The Design Process
<i>Lecture</i>	Introduction to Ethnographic Research
	Lunch
<i>Hands-on</i>	Let's Try It: Field-Work
<i>Lecture</i>	Introduction to Themes and Insights
<i>Homework</i>	Insight Development

Type	Topic
<i>Discussion</i>	Homework Review
<i>Lecture</i>	Introduction to Scenarios and Storyboards
	Lunch
<i>Hands-on</i>	Let's Try It: Storytelling
<i>Lecture</i>	Introduction to Sketching
<i>Hands-on</i>	Let's Try It: Sketching Vignettes
<i>Discussion</i>	Reflection: Process Applicability

Type	Topic
<i>Lecture</i>	Design Thinking in a Corporation
<i>Lecture</i>	Selling Design Thinking Internally
<i>Lecture</i>	Playing Well with Agile
	Lunch
<i>Hands-on</i>	Let's Try It: Write an Epic
<i>Lecture</i>	Staffing, Resourcing, and Budgeting for Design Thinking