

AN OVERVIEW

Design Thinking Immersive Training

Business as usual is how companies die.
Design Thinking is how they thrive.

Overview

What is Design Thinking?

Developed by IDEO and Stanford Design School, Design Thinking is an iterative approach to creative problem-solving that helps groups get closer to their users, frame a problem, generate creative solutions, and validate their approach with real data so they can move forward with confidence.

What Problem Does it Solve?

The traditional innovation process uses a linear, “Toll-Gate” approach to problem solving. It takes a single set of data and uses only that data to come up with a potential solution. It’s a rigid approach to problem-solving that oftentimes occurs in silos, results in unvalidated solutions and has great cost implications. It is broken. Design thinking was developed to counteract these drawbacks by using prototyping for continuous user feedback and engagement.

How Should I Start?

For organizations considering Design Thinking, eCity offers a two-day, on-site training that will teach you and your team the fundamentals of design thinking and equip you to employ its methods in your organization so you can begin solving problems more quickly and efficiently.

Design-driven companies outperform the S&P by over 200%.*

What is the Format?

During your two-day session our expert facilitators will walk your team through a series of moderated exercises aimed at solving a real-world business challenge your team faces.

What are the Benefits?

By working with our expert facilitators, your team will generate better ideas and decisions in a matter of just two days than they otherwise might in months of traditional problem-solving.

Moreover, through your own rapid prototyping and testing, your team will quickly learn how they should move forward to solve a critical business problem—before potentially investing in the wrong idea for months or even years.

* <https://www.dmi.org/blogpost/1093220/182956/Design-Driven-Companies-Outperform-S-P-by-228-Over-Ten-Years--The-DMI-Design-Value-Index>

DAY 1

Introduction to Design Thinking

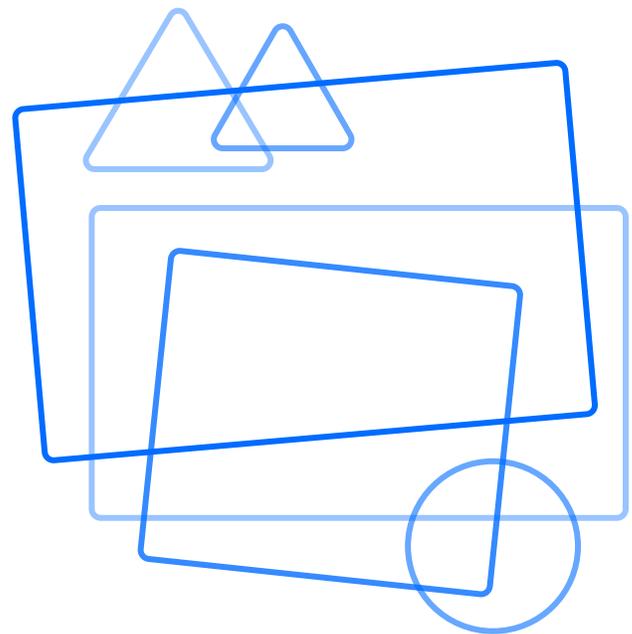
You will begin Day One with an **introduction to design thinking**. We'll discuss how design thinking can help address the common pitfalls of traditional, linear problem solving approaches, the differences between Linear Design and Iterative Design, and the business impact and return on investment (ROI) of design thinking.

Once you and your team have grasped the fundamentals of design thinking our facilitators will guide you through several exercises, beginning with **problem framing**. This activity is designed to explore a previously identified business problem from multiple angles. We'll discuss your team's long term business goals in solving the problem, evaluate all associated risks and assumptions that will need to be tested, and finally, we'll map the problem and determine an actor and a scenario for testing.

Once you feel confident that you have identified and defined your problem we will move on to our **empathy mapping** exercise. This exercise is designed to get the team further into the users' mindset—helping the team develop ideas that better meet the users' needs.

In-Person or Virtual Sessions

Using audio/video conferencing combined with the virtual whiteboard tool MURAL, our Design Thinking Immersive Training is easily adapted to remote teams.



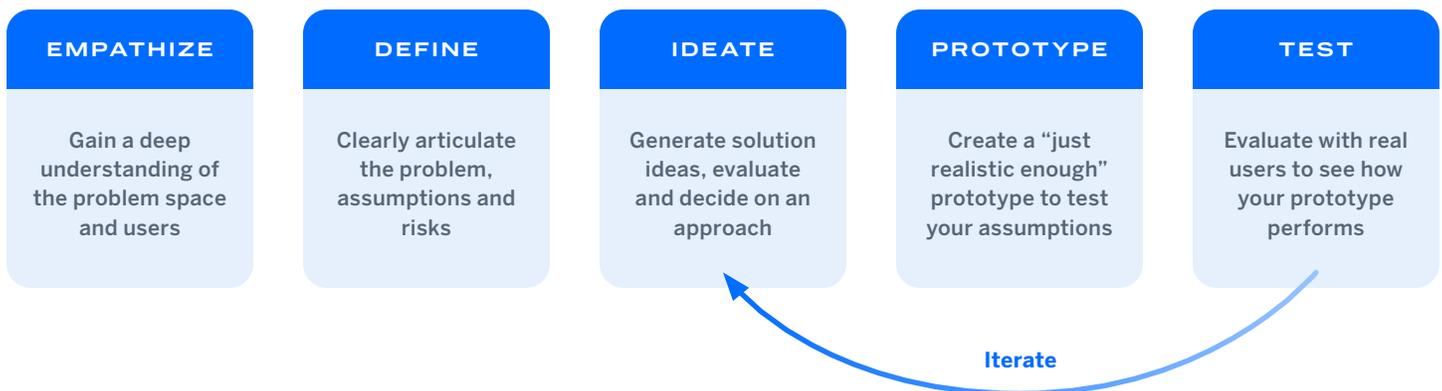
DAY 2

Problem Solving & Decision Making

Now that we've laid the groundwork, it's time to dive in and start brainstorming ways to solve the problems identified during day one. Day Two is dedicated to problem solving and decision making. We will spend the majority of our time on generating solution ideas to identify the best course of action. Through our modified **solution sketching** exercise team members will sketch out a single low-fidelity solution that solves the core problem.

After sketching, all team members will participate in a speed critique and silent voting activity. Here we will discuss the highlights of each solution, capture standout ideas and objections, and individually vote on our favorite ideas.

Once you have determined which solution will move forward, you will close out your day by discussing how your team can begin to rapidly **prototype** and **test** your solution. Our facilitators will outline the types of prototyping tools available to test and implement potential solutions with real users and, most importantly, how to iterate as needed, and move on to your next business problem.



Ready to Learn More?

Are you ready to apply design thinking to your business challenges to improve quality, reduce costs, and decrease your time-to-market? Let's talk about how we can help.

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