



Innovation Training Workshop



DESIGN THINKING FOR INNOVATION

Accelerating innovation through Human-Centered Design

WORKSHOP OVERVIEW

This two-day workshop introduces participants to the discipline of Design Thinking, a Human-Centered Design (HCD) approach to innovation. Participants will learn how Design Thinking can be used to:

- Understand the needs of the different stakeholders.
- Encourage frequent prototyping and sense-checking of ideas.
- Promote effective interdisciplinary collaboration.
- Provide teams with a repeatable way to innovate.

WHO SHOULD ATTEND?

Those who wish to accelerate innovation within their organisation, are interested in Design Thinking, or who want to improve their skills in these areas, including:

- Product managers, designers, researchers, user experience professionals, marketers, consultants, engineers, and learning professionals interested in Design Thinking.
- Business, non-profit, government, and academic leaders involved in embedding innovation into their organisations.

WHAT DO YOU TEACH?

Examples of methods we typically teach include:

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|-----------------------|--------------------------|------------------------|---------------------|---------------------------|
| WHAT WE THINK WE KNOW | KNOWING MORE | ASSESSING WHAT WE KNOW | USING WHAT WE KNOW | TESTING WHAT WE KNOW |
| Stakeholder mapping | Contextual inquiry | Heuristic assessment | Brainstorming | Quick & rough Prototyping |
| Journey mapping | Experience visualization | Affinity clustering | Co-creation | Usability testing |
| Persona profiles | Hypothesis testing | Assessment matrices | WIBNI | Customer validation |
| Hypothesis generation | Uncovering insights | Qualitative synthesis | Harnessing insights | Storytelling |
| | | | Horizon mapping | Defining the MVP |



HOW IS THIS COURSE DIFFERENT?

- Practical and hands-on with a focus on learning-by-doing, using several different practice exercises that combine individual work with small group collaboration.
- Taught by experienced practitioners working in product, service and experience design.
- Flexible framework and methods relevant to different industries and design challenges, including digital products, physical products, services, processes and policies, and applicable across the entire product/service development lifecycle (front end and back end).
- Small class size (max of 12) for more individual attention.

WHERE IS IT, WHEN DOES IT START, WHAT ABOUT LUNCH?

- Workshops run from 8:30 AM to 5:15 PM over two days.
- Workshops are available in London, Shanghai and Singapore.
- Breakfast and lunch are included.
- After you register, we will provide information on hotels and transportation, reserve a parking space and ensure that we are aware of any dietary restrictions or other special needs.

PRICES, PAYMENT AND REFUNDS

- Prices start from £1,050 per person.
- A pack of innovation tool cards, a method book and activity sheets are also included in the price for you to take-a-way and use in your organisation.
- Discounts are available on group bookings.
- Payment via Visa, MasterCard, American Express or invoice.
- There are no refunds on bookings, however you can transfer your ticket to a workshop at a later date or send someone else in your place.

FOR MORE INFORMATION

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TESTIMONIALS

"Fantastic introduction to the benefits of design thinking for any business. It makes what could be seen as foreign activities to "non-designers" accessible and easy to take away and introduce to your company."

"Gave great insights into tools and applications that can be directly applied with speed and ease into my organisation. Instructors were really knowledgeable and approachable."

"Good set of tools that can help shorten time to market and reduce development costs."

"A great interactive course - I liked the hands-on nature to allow the process to be absorbed in a practical way."

"We've used the methods from the course to develop new products and to make a number of current products more consumer-friendly, improving the out-of-box experience, and making instructions easier, with the ultimate objective of reducing product returns and the associated financial impact."

PAST ATTENDEES INCLUDE:

