

Design Thinking Essentials

14 PMI PDUs | 14 IIBA CDUs

Format: Live Instructor-Led Online through Zoom

Duration: Three 4.5 hour sessions

Technology and Attendance Requirements:

Computer with a browser, Zoom, a microphone and speaker. For this workshop, camera should be on if possible and you must be actively participating.

Design Thinking is a creative and iterative approach to defining, exploring and testing problems and opportunities for products and services. In this introductory course, we will cover the key principles, processes and toolsets that underpin design thinking whilst working through a case study that simulates a design challenge. You will walk through a design thinking process and learn how to apply it in your own context.

PDUs

This course will contribute 14 PMI® professional development units (PDUs) towards your chosen certification (2 leadership hours, 2 strategic hours and 10 technical hours).

Learning outcomes

During this course you will learn about:

- What is design thinking and how it applies across a wide variety of challenges and opportunities
- How design thinking tangibly increases your organisational value.
- How to explore the needs, motivations, and behaviours of users
- Design thinking tools and techniques
- How to prepare and conduct user research
- How to test your design
- How to plan and execute the 5-step design sprint process

Content

Design Thinking Explained

- Design Thinking Overview
- Wicked Problems
- ROI & Impact of Poor Design
- Design Thinking Mindset & Skills
- Design Thinking Process

Research & Empathize

- Start with the Customer
- Personas
- Empathy Maps
- Forms of Research
- Customer Interviews

Define

- Initiative Canvas
- Problem Statements
- Customer Journeys
- Value Stream Mapping and How Might We?
- Understanding & Identifying Value

Ideate

- Ideation
- Brainstorming
- Convergence

Prototype

- Prototypes

Validation & Test

- MVP & Metrics
- Experiments
- Running Experiments
- What Comes Next?