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# Be innovator with Design Thinking

## Description

Design Thinking is an agile innovation approach that places people at the heart of the innovation process, alternating listening, analysis, ideation, creation, prototyping, validation.

### Classroom Registration Price (CHF)

1600

### Virtual Classroom Registration Price (CHF)

1600

## Course Content

### Module 1: Introduction

- Presentation of the participants
- The educational approach

### Module 2: Innovation

- Explode the myths of innovation
- How does an innovation process start?
- The stages of an innovation process
- The differences between DT and other innovation methods

### Module 3: Design Thinking

- What is Design Thinking?
- The different steps
- The strong values ??of DT

### Module 4: Inspiration / Immersion phase

- The 5 key skills to practice
- Prepare your innovation project
- Define the conceptual framework
- Build a DT team
- Understand and observe users
- Define extreme profiles
- Conduct interviews
- Use immersive empathy
- Share insights and ideas

### Module 5: Ideation phase - From ideas to actions

- What are the stages of a creative process
- Define the criteria for the success of an idea
- Use creative techniques to diverge
- Structure the ideas found during the divergence phase
- Use idea selection techniques to converge

## **Module 6: Prototyping phase**

- What is a rapid prototype?
- The advantages of the prototype
- Example of prototypes
- Prototyping workshop
- Test the prototype with users

### **Lab / Exercises**

**Each part includes practical group-oriented exercises: Inspiration / Immersion phase**

- Observation
- Interviews
- Empathy
- Immersive

### **Ideation phase - From ideas to actions**

- Lego serious play
- Brainwriting
- Brainstorming

### **Prototyping phase**

- Rapid prototyping of an idea

### **Documentation**

- Digital courseware included

### **Participant profiles**

- Anyone participating in the company's innovation process
- Directors
- Marketing directors
- Sales team
- Human resources
- Production
- R&D

### **Prerequisites**

- No prerequisites

### **Objectives**

- Understand how the Design Thinking method works
- Know the factors that promote innovation

- Develop your own innovative strength and that of your team
- Be able to apply the TD steps to an innovation project
- Know and apply Design Thinking methods and tools

**Niveau**

Fondamental

**Duration (in Days)**

2

**Reference**

ORG-DESI