DESIGN THINKING FUNDAMENTALS

design thinkers academy
London

WHO IT'S FOR

This course is for anyone who hasn't used design thinking before and wants a lively, hands-on introduction.

You may be from a corporate, independent consultancy, startup, government or academic institution.

If you want to get to know the essentials of service design and design thinking and get some free tools to use, this is the course for you.

WHAT YOU'LL LEARN

You'll get an overview of how to deploy design thinking to improve the services that you offer and make them more intuitive, expansive and human-centric.

You will gain an understanding of:

1. Personas
2. Customer journey mapping
3. Stakeholder mapping
4. Stakeholder value network
5. Opportunity space
6. Empathy map/design research

TEAM

Catherine Collins
Designer and educator

Holly May Mahoney
Design Lead

Belinda Abbott
Head of Faculty

"A superb introduction to design thinking with real-world experience. It's fantastic!"
Glyn Baker, Innovation & Strategic Partnerships, Visa

DAY BY DAY

design **thinkers academy**
London

DAY 1: THEORY AND PRACTICE

Get to know service design and design thinking. You'll start with introductions to design research, personas and customer journey mapping.

09.00	*Kickoff*	Registration and welcome
	Introduction	The essentials of service design and design thinking
	Challenge	A real-life problem to practise on
	Lunch	
	Field work	Go out and do your own end-user research
	Insights	Tools to understand and map end-user needs
	Wrap up	Reflection on the activities and preparation for the next day
18.00	*End*	

DAY 2: USING THE TOOLS

'Learn by doing' – use design thinking tools to generate ideas, map stakeholders and networks, then test and pitch ideas.

09.00	*Kickoff*	Recap and reflections
	Ideation	Create a portfolio of concepts and ideas
	Prototyping	Start to build your ideas
	Lunch	
	User testing	Test your ideas with end-users and prepare your pitch
	Presentation	Present your ideas to the 'Dragon's Den'
	Wrap-up	Reflection on the activities and presentation of certificates
18.00	*End*	

BOOK EARLY AND SAVE!

Early bird: £1,250*

We have a long track record of designing customised courses for business, and you can tailor any of our open courses for your organisation. Ask us to run a one-off stimulus workshop, train your leaders in design thinking or help you build an innovation culture across your business.

If you're interested in booking but you'd like to talk to us first, do contact us. We offer concessions and a sliding scale of discounts on this course. Pay full price for the first space you book, 10% off the second and third, and 15% off every space you book after that. All our courses are run in central London. Telephone us at: +44 (0)20 8432 3222 or email: bookings@designthinkersacademy.co.uk

"Practical and inspiring tools and techniques to generate value for business. And great fun!"
Gillian Stevens, Associate Professor, Asian Institute of Management

*Plus VAT. Regular price: £1,450 plus VAT.