

Corporate Readiness Certificate.



SYLLABUS

**All you would like to know about Design Thinking
and you are afraid to ask – Design Thinking in a nutshell**

[Number of hours: 12 h]

DESCRIPTION OF THE COURSE

The purpose of the course is to provide students with basic understanding of Enterprise Design Thinking methodology and enable them to use it for searching the solution in both corporate and personal life.

REQUIREMENTS

Fluent English in speech and writing
Good communication skills
Creative thinking
Interest in business environment

REQUIRED BACKGROUND

None.

PASSING CRITERIA

Final test and active participation. To successfully complete this course, attendee must participate in the workshops (one absence is possible) and together with the team prepare final project (to be done during workshops).

ADDITIONAL INFORMATION ON COURSE

Enterprise Design Thinking is a new way of approaching problems, differentiates itself by focusing on user's wants and needs. It will be teaching how to think out of the box by following simple artifacts. Best value could be added, when you upskill yourself and combine Enterprise Design Thinking methodologies by Agile you will be able to see how these will be changing your life in a positive way. You will be applying these human-centered techniques to solve problems in a creative and innovative way.

CONTENT & LITERATURE

The trainers will use presentations and notes developed for the CRC academic initiative as well as case studies presenting real life examples.

TECHNICAL REQUIREMENTS FOR UNIVERSITY

None – online workshops.

COURSE OVERVIEW

1. **Enterprise Design Thinking introduction**
 - What is Enterprise Design Thinking?
 - The Loop
 - The Artifacts
2. **Persona, empathy map and as-is scenario**
 - Creating persona
 - Field research
 - Ad-hoc persona
 - Empathy map
 - Diverge / Converge Technique
 - As-Is-Scenario
3. **Ideation and Hills**
 - Creating ideas – imagination and abstraction
 - Ideation Map – Importance and Feasibility
 - Difference between Ideas, Hills and Solutions
 - Hills statements
4. **Prototyping**

- Low-fidelity and Medium-fidelity

- Tools

- Sponsor users input and yellow flags

5. **Sponsor users and playbacks**

- IT developer, DT facilitator, Business user and Sponsor user

- Aligning teams

- The Loop and playbacks