



5 days

DT360° – Design Thinking Master

Agile, user orientated development of innovative products and services

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Description

To develop successful, innovative business models, products and services in times of disruptive technologies, supersaturated markets, even shorter life cycles of products and customers' continuously increasing expectations is the crucial entrepreneurial challenge of our times.

A first choice possibility to face this challenge is design thinking. In our design thinking masterclass, you'll get a 360° look on this creative, structured innovation method and you'll go through the different phases of the design thinking process several times. You'll learn to analyze and solve problems in a creative, iterative and interdisciplinary way.

In this workshop, we connect efficient design thinking methods with agile project management and implementing tools, to ensure an effective transfer into business practice without which design thinking would be ineffective.

You'll leave our masterclass with a full package of practical tools and an action plan with which you'll be able to integrate design thinking into your work routine immediately.

What to expect

By using the best practices of different fields, you'll learn everything about the numerous applications of design thinking. You'll analyze your target groups' needs in creative and structured working processes, acquire a variety of solutions by using different ideation methods and test your approaches by using previously developed prototypes.

You'll learn different creative techniques that will help you to overcome challenges in day-to-day work and solve problems. You'll experience how to transform ideas through definite implementation steps and you'll learn how to integrate design thinking into your working and communicating processes.

You'll explore the requirements for a successful integration into your working environment and learn to identify the interfaces between your product, your customer and your working processes. In a personal and pleasant environment, you'll look into the process interactively in small groups and you'll be able to use this experience to deal with your own cases and to develop your own toolbox.

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What you will learn

With the design thinking masterclass, you'll learn to get specific innovation ideas and to implement them in a participatory, co-creative team process with participants from different disciplines and fields. You'll learn a variety of methods and tools to apply and you'll acquire solid tools/instruments in the fields of user research, ideation and prototyping.

You'll learn to apply different research methods, analyze the results and to derive insights for your product strategy. You'll experiment different creative techniques to start control and moderate creative processes. You'll exercise various prototyping methods and apply them to different test scenarios. Our masterclass will enable you to combine design thinking and agile development methods to implement your ideas directly.

You will be able to express design tasks, moderate a team as well as enframe design thinking processes in your company and to adjust them to your needs. You'll leave this masterclass with fundamental knowledges about design thinking's most important components and you will have an individual adjusted strategy on how to integrate design thinking in your company as well as how to apply and transfer your knowledge.

Who should participate

This masterclass should interest anyone who works as a professional, consultant, manager, entrepreneur or CEO in the fields of innovation and product management, customer experience or customer service, IT and technology, sales and marketing, research and development and who deals with product and service innovation in an operative, strategic or organizational way.

The design thinking masterclass suits particularly to innovation managers and consultants, product, service and user experience designers, product, project and design managers, service and business development managers, customer service and customer experience managers as well as entrepreneurs, team leaders who control multidisciplinary teams and who want to strengthen collaboration by using creative methods. No previous knowledges in design thinking are required.

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Agenda

01

Design thinking basics & agile user research

On the first day, you'll acquaint yourself with design thinking's most important components, express your expectations and goals and deal practically with the methods and strategies of user research, which is the basis of design thinking.

09:30 - 10:00 Interactive welcoming round and get-to-know

10:00 - 13:00 Design thinking crash course: introduction

Definition & application fields of design thinking

Meaning of the term and variety of its interpretations, application possibilities in different business and service areas

Design thinking process

Discovery of iterative functions through researchs, interpretations, experiences and implementations

Focus on the user

Different steps of user centered designs: from building empathy to co-creation

Requirements

Requirements for the team, the room and entrepreneurial processes

***Practical exercises (circa 2h):** Crash course design thinking. Dive into design thinking mindset and go through the important steps. Take your first steps using design thinking methods like observation, visual thinking and developing personas.*

13:00 - 14:00 Lunch break

14:00 - 16:30 Building empathy – user research

Discovering and understanding of the life and needs of potential users (without temporal and financial effort), defining goals and planning user research, finding and interpreting the users' "digital footsteps", user research's do's and don't's

***Practical exercises (circa 2h):** Applying different research methods such as issue mapping, stakeholder map, interviews, 5 whys and contextual inquiry*

16:30 - 17:00 Reflexion and outlook

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02

From researching and interpreting to experimenting

On the second day, you'll learn to identify, analyze and interpret real users' needs and problems through a specific task, which is to generate a variety of ideas for possible subsequent solutions. You'll learn to apply different creative techniques and to build up and use a creative intensity inside your team.

09:00-09:30 Warm up, attunement for the day

09:30-13:00 User research and synthesis

Agile user research / guerilla research methods

Phrasing relevant goals for individual teams' challenges, identifying and understanding of user needs by using observations, interviews, visual thinking and "digital footsteps"

Result synthesis

Evaluation and interpretation of the collected data (interviews, pictures and video recordings) by using story telling, clustering, journey map, empathy map, JTBD (jobs to be done)

Practical exercises (circa 1,5h): Preparing and realizing agile user research methods and result synthesis in small teams

13:00 - 14:00 Lunch break

14:00-16:30 Idea laboratory

Learning and using different creative techniques and games which support you in generating a variety of innovative ideas inside your team

Practical exercises: Generating ideas using creative limitation, silent brainstorming and 6-3-5 method

16:30 - 17:00 Reflexion and outlook

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03

Making an idea come alive – prototyping and testing

On the third day, you'll learn the numerous facets and methods of prototyping. You'll experiment different possibilities to convey and demonstrate your ideas and you'll discover that user feedback is an important factor for your product and service development.

09:00-09:30 Warm up, attunement for the day

09:30-13:00 Prototyping – exploration and application

Meaning of prototypes in design thinking, using prototyping in all phases of the design thinking process, learning, choosing and applying different kinds of prototypes

Practical exercises (circa 2h): Practical application of different prototyping methods like visual poster, paper prototyping, rapid prototyping and experience prototyping

13:00 – 14:00 Lunch break

14:00 – 16:30 Field research and test laboratory

Designing and planning different test situations, presenting prototypes, recording, analyzing and evaluating feedback, integrating feedbacks into the product and service development, complementing design thinking methods with agile / scrum tools

Practical exercise: (circa 2h): Practical applications of SWOT-Feedback, Six Thinking Hats, Kano model and Features-Box

16:30 - 17:00 Reflexion and outlook

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04

Presenting solutions and preparing implementation

On the fourth day, the teams present their solutions in the form of elevator pitches using the business model canvas. From this point, it goes all-over on with implementation by using agile development methods.

09:00-09:30 Warm up, attunement for the day

09:30-13:00 Presenting and “pitching“ solutions using business model canvas

Modeling and structuring intended solutions in a business context, appropriation use of resources and planning budget, planning and communicating implementation inside a company, strategy, adjusting company culture and communication, reflexion on design thinking and open questions about the methods

***Practical exercises: (circa 2h):** Creating and presenting (elevator pitch) a business model canvas for the solution in the team*

13:00 - 14:00 Lunch break

14:00-16:30 Agile Café

Planning and controlling the implementation, innovative solutions and implementation models, iteration, flexibility, slim production times, design sprints as an important tool for agile working processes, agile development with scrum, Google sprints and Lean Canvas

***Practical exercise (circa 1,5h):** Practical exercise (circa 1,5h): Planning and drafting a project for implementing the developed solution using agile development methods*

16:30 - 17:00 Reflexion and outlook

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05

Integrating design thinking successfully into your practice

On the last day, we'll analyze the best practices for a successful implementation of design thinking into different businesses and institutions. Participants develop individual strategies for a profitable use of design thinking in their own work life and recap their learned knowledges in pictures and writing.

09:00-09:30 Warm up, attunement for the day

09:30-12:30 Design thinking in the context “business“

Analyzing successful practice examples (case studies), reconstructing the own working situation, realizing situations for the application of design thinking methods.

Practical exercise (circa 1h): Phrasing application strategies as well as inquiry and planning of action steps

12:30 - 13:30 Lunch break

13:30 – 15:00 Reflexion and outlook

Sharing, summarizing and discussing results and insights

15:00 End of the masterclass

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NUMBERS & FACTS

Language: English
Duration: 5 days
Min. Participants: 3
Max.Participants: 12
Times: 09:30 – 17:00
Next days: 09:00 – 17:00
Last day: 09:00 – 15:00
Participation fee*: € 2.750,00 (early
bird/12 weeks before the Masterclass), €
2.990,00 (regular price)

DISCOUNTS

5% for the registration of 2 employees
10% for the registration of 3 employees
15% for the registration of 4+ employees

CERTIFICATE

For completing the Masterclass participants receive the certificate *“Certified design thinking master”* by the XDi – Experience Design Institut.

INCLUDED SERVICES

- XDi-certificate *“Certified design thinking master”*
- High-quality digitized material
- Numerous templates for your day-to-day work
- Single and group work with presentations and feedback rounds
- Exchange and discussions with your fellow participants
- Photographic and filmed documentation of practical exercise
- A lot of best practices and online resources
- Special Masterclass locations with a creative atmosphere
- Lunch, beverages, fruit and snacks
- An alumni group for further exchange

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TRAINER



Ulrike Stemmer

Design Thinking Facilitator, Systemic Coach

For her daily work, Ulrike uses her knowledge and experience from over 10 years of digital strategy and design thinking as well as her skills as a systemic coach and yoga teacher. She supports colleagues and teams every day with new impulses and creative input and thus creates inspiring processes, products and trainings.

TRAINER



Joe Murphy

Graduate Designer, Design Thinking Facilitator, Innovation Consultant & Expert for Agile Development

Joe guides teams, companies and organizations in the development of innovative products and services. He takes experience from the private sector, the academic world, from research and start-ups, and uses methods from Design Thinking and Agile to lead teams to their goals in a creative, efficient and user-centered manner. Born in Ireland, Joe studied Industrial Design, Transportation Design and Design Thinking in Germany and Spain.



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YOUR BENEFITS

- First-class instructors with a strong practical knowledge
- Trainers with many years of practical experience in an international context
- Didactically prepared and creatively implemented learning content
- Practically applied and solid theoretical knowledge
- Application of recent results of brain research
- Integrated coaching and mental training methods
- Comprehensive course materials with many other tips, tricks and links
- Attractive spaces with a special atmosphere
- Personal, informal handling

OUR ADDED VALUE

The XDi works with new and interactive education programs based on current findings in brain research. Our credo is „learning by doing“ – our participants learn the application of relevant methods and techniques using practicals exercises in small groups.

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TESTIMONIAL

„Thank you for this wonderful design thinking workshop! I really liked the workshop's concept and the trainers led us through the week professionally. All in all truly recommendable.“
Anna-Katharina Walk, idea schout, creative consultant and workshop planner

REFERENCES

More references and feedback on <https://xd-i.com/en/institute/references/>

otto group



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UNITED NATIONS

Douglas



ERICSSON

Bayer CropScience



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