



5 days

DT360° – Certified Design Thinking Master

Agile, user orientated development of innovative products and services



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DESCRIPTION

What to expect

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 is it about

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

Design thinking & agile user research

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, iterative functions through researches, interpretations, experiences and implementations, Focus on the user, steps of user centered designs

Requirements

Requirements for the team, the room and entrepreneurial processes

Practical exercise: 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.

Building empathy – user research

understanding 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 exercise: Applying different research methods such as issue mapping, stakeholder map, interviews, 5 whys and contextual inquiry

User research and synthesis

Agile user research / guerilla research methods, 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 collected data (interviews, pictures and video recordings) by using story telling, clustering, journey map, empathy map, JTBD (jobs to be done)

Practical Exercise: Preparing and realizing agile user research methods and result synthesis in small teams



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AGENDA

Prototyping and testing

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, SWOT-Feedback, Six Thinking Hats, Kano model and Features-Box

Practical Exercises: practical application of different prototyping methods like visual poster, paper prototyping, rapid prototyping and experience prototyping

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

Business model canvas

Presenting and “pitching” solutions

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 exercise: Creating and presenting (elevator pitch) a business model canvas for the solution in the team

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: Planning and drafting a project for implementing the developed solution using agile development methods

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: Phrasing application strategies as well as inquiry and planning of action steps



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NUMBERS & FACTS

On Campus Full-time

- Standard Price: € 2.990,00
- Early Bird Fee: € 2.740,00
- Duration: 5 days | 7 h per day
- Scope: 35 h | 46 UE
- Level: Beginner | Intermediate
- Times: 09:30 – 17:00
- Language: English
- Trainer: 1
- Min. Participants: 3
- Max. Participants: 12

Live Online Full-time

- Standard Price: € 2.890,00
- Early Bird Fee: € 2.640,00
- Duration: 3 days | 7 h per day
- Scope: 35 h | 46 UE
- Level: Beginner | Intermediate
- Times: 09:30 – 17:00
- Language: English
- Trainer: 1
- Min. Participants: 3
- Max. Participants: 12

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.

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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. With the firm conviction that innovations can only be created in an appreciative, collaborative and positive environment at the interface of people, technology and business, she embarks on a journey of discovery and creates spaces in which digital transformation can grow and valuable learning experiences can emerge.

TRAINER



Shahira Youssef

Art Director, Trainer & Master of Design

Shahira works as a freelance art director and lecturer and gives workshops on brainstorming, design basics and all aspects of branding. She has over 20 years of agency experience, including living and working in New York. For 10 years, she was senior art director at Jung von Matt, where she looked after national and international clients such as Mercedes-Benz, for whom she accompanied a launch into the Chinese market in Beijing, among other things. After Jung von Matt, she headed the marketing department of a company before setting up her own business.



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INCLUDED SERVICES

- XDi-certificate “Certified UX & Usability Expert”
- 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 seminar locations with a creative atmosphere
- Lunch, beverages, fruit and snacks
- An alumni group for further exchange

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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CERTIFICATIONS



REVIEWS



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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



Handelsblatt

AKTION
MENSCH

DAIMLER

BOSS
HUGO BOSS

Douglas

CHECK24

adidas
GROUP

Allianz

MEMBERSHIPS



INTERACTION DESIGN
FOUNDATION

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