
Design Thinking

Topics

- What is Design Thinking?
- Thinking vs Doing: How Design Thinking Supports Delivering Product queue
- The Roots of Thinking Differently
- MythBusting Design Thinking
- 3 Core Principles of Design Thinking
- Principle 1: Users Over Stakeholders
- User Research Basics
- Principle 2: Practical Creativity
- Getting People to Be Impractical
- Getting from Impractical to Practical
- Principle 3: Making through Learning
- Sprint Into Action: Put Design Thinking to Use
- Step 1: Understanding Users
- Putting Users in Context
- Making Sense of It All
- Step 2: Explore & Sketch Solutions
- Be Provocative: Generating Divergent Ideas

- More Ways to Think Laterally
- Step 3: Creating Convergence
- Evaluating Divergent Ideas
- Step 4: Test & Learn
- Conclusion: Get into Gear, Get out of the Box with Design Thinking