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Design Thinking and Creativity

Course Overview:

Day 1: Introduction to Design Thinking and Empathy
Exercise: Design the idea class

Session 1: Understanding Design Thinking (2 hours)
What is design thinking?
Key principles and components of design thinking
Benefits and applications of design thinking
Introduction to the design thinking process

Session 2: Empathy and User-Centricity
Case study: MRI
Importance of empathy in design thinking
Techniques for developing empathy

Session 3: What problem are you trying to solve?
Form groups
How might we statement
Case study: The German Butcher shops
Research plan
Conducting user research and interviews
Creating user personas and empathy maps

Day 2: Ideation and Prototyping

Session 4: Research Ideation and Brainstorming (2 hours)
Case study: Smart Life
Case study: Swifer

Conducting user research and interviews
Creating user personas and empathy maps
Synthesizing data
Case study: The Good Kitchen
Techniques for generating creative ideas

Brainstorming rules and facilitation techniques
Idea selection and evaluation

Day 3: Prototyping and Testing, Iteration and Refinement

Case study: Swipe sense
Introduction to prototyping
Different types of prototypes (low-fi, high-fi, digital)
Rapid prototyping techniques
Case study: Embrace
User testing and feedback collection

Session 5: Iterative Design and Feedback (2 hours)
The concept of iteration in design thinking
Evaluating and analyzing design solutions
Gathering feedback and incorporating it into the design process
Next steps

Session 6: Create presentations
Presenting and communicating design concepts

Course Wrap-up and Q&A (30 minutes)
Reviewing key concepts and takeaways
Addressing participant questions and concerns