# Design Thinking for Business Innovation

## PRICE: $2,240

## COURSE OVERVIEW:

In an increasingly competitive and fast-changing business environment, the ability to innovate is crucial for sustaining growth and staying ahead. Design thinking offers a human-centered approach to problem-solving and innovation, focusing on understanding the needs and experiences of end-users. This course provides a deep dive into the design thinking methodology, demonstrating how it can be applied to develop innovative products, services, and business models. Participants will learn to cultivate a mindset that embraces experimentation, collaboration, and continuous improvement.

## DURATION:

This course spans 8 weeks, with weekly sessions of two hours each. This schedule allows for comprehensive coverage of the design thinking process, including ample time for interactive exercises, group work, and reflection. Additional time outside of class will be required for project work and assignments.

## WEEK 1: INTRODUCTION TO DESIGN THINKING:

This module introduces the core concepts and history of design thinking, highlighting its significance in fostering innovation. Participants will explore the principles of empathy, creativity, and experimentation that underpin the design thinking approach. Key frameworks and models will be discussed to provide a foundational understanding.

## WEEK 2: EMPATHY AND USER RESEARCH:

Understanding the needs and experiences of users is the first step in design thinking. This section focuses on techniques for empathizing with users, including interviews, observations, and journey mapping. Participants will learn to gather and synthesize qualitative data to uncover deep insights into user behavior and needs.

## WEEK 3: DEFINING THE PROBLEM:

A well-defined problem statement is crucial for guiding the innovation process. This module teaches participants how to articulate clear and actionable problem statements based on user research. Tools such as the "How Might We" framework will be introduced to help reframe challenges into opportunities for innovation.

## WEEK 4: IDEATION TECHNIQUES:

Generating a wide range of ideas is essential for finding innovative solutions. This section explores various ideation techniques, including brainstorming, mind mapping, and SCAMPER. Participants will practice these techniques in collaborative settings to develop creative solutions to defined problems.

## WEEK 5: PROTOTYPING SOLUTIONS:

Prototyping allows for the tangible expression of ideas. In this module, participants will learn about different prototyping methods, from low-fidelity sketches to high-fidelity models. They will create prototypes of their ideas, focusing on iterative development and rapid experimentation.

## WEEK 6: TESTING AND ITERATION:

Testing prototypes with users is critical for refining solutions. This section covers methods for gathering feedback, conducting usability tests, and iterating on designs based on user input. Participants will engage in testing their prototypes and learning how to incorporate feedback into subsequent iterations.

## WEEK 7: IMPLEMENTING DESIGN THINKING IN BUSINESS:

Applying design thinking within an organizational context requires strategic alignment and cultural support. This module discusses strategies for integrating design thinking into business processes and fostering a culture of innovation. Participants will explore case studies of companies that have successfully adopted design thinking.

## WEEK 8: CAPSTONE PROJECT AND PRESENTATION:

The final module focuses on a capstone project where participants apply the design thinking process to a real-world business challenge. They will work in teams to develop, prototype, and test innovative solutions, culminating in a presentation of their projects to the class.

---

The Design Thinking for Business Innovation course equips participants with the skills and mindset needed to drive innovation within their organizations. By the end of the course, participants will have a deep understanding of the design thinking process and practical experience in applying it to business challenges. They will be capable of leading design thinking initiatives, fostering a culture of creativity, and continuously iterating on ideas to achieve impactful business outcomes. This training ensures that participants are prepared to leverage design thinking as a strategic tool for business innovation and growth.