

Design Thinking Masterclass



Facilitated by Design Innovation Maynooth

Supported by Irish Design 2015



4-day course over 4 months – 4 leading member hosts

SAP, Medtronic, Dell & Logitech



Programme Content

Day 1:

Introduction

Understand the problem space: firm, competition, dynamics, user behaviour.
How to do user research. Techniques for identifying needs and insights.
Briefing for interval 1.

Interval 1:

Team researches the problem space. Team conducts interviews and observations on prospective users, looking for needs and insights.

Day 2:

The problem statement and generating ideas.

Users, needs and insights - team reports and discussion.
Creative idea generation.
Refining and clustering ideas to richer concepts, evaluation and prioritisation of concepts.
Briefing for interval 2.

Interval 2:

Team reviews and updates the problems statement, repeats ideation, evaluates and selects top concept(s). Plans first prototyping for user feedback.

Day 3:

Modelling, Prototyping and Testing

Low-fi prototyping. Testing and gathering feedback from users. Iteration.
Concept description and draft business model.
Briefing for interval 3.

Interval 3:

User testing, feedback and iterating towards a deployable concept. Concept presentation.
Business model development.

Day 4:

Presenting the Concept.

Teams presenting final concepts.
Discussion of concepts and presentations
Deployment - where to from here?
Reflection on the process: where to use it and where not to use it.