

# Design Thinking Professional

## Course curriculum

### Introduction to Design Thinking

- Design thinking
- Traditional vs design thinking
- Three lenses: Desirability, feasibility, and viability
- Design Thinking benefits.
- Framework of design thinking

### 2. Design Thinking Sprint to Experience the process

- Empathize
- Define
- Ideate
- Prototype

### 3. Mindsets of a Design Thinker

- Human-centric
- Process approach
- Radical collaboration
- Culture of prototyping
- Show, don't tell
- Bias toward action

### 4. Design Thinking Essentials

- The User Perspective
- Consumer pain points

### 5. Exploring Empathy, Creativity and Curiosity

- Empathy tools to understand the end user
- Different types of Creativity Tools

### 6. Framing the Opportunity

- Synthesize the findings
- Tools
  - POV
  - How Might We (HMW)

- Stakeholder map
- Customer journeys
- Context map
- Opportunity map

## 7. Exploring Ideas & Solutions

- Idea generation
- Translate problems into solutions
- Divergent and convergent ideation methods
- Ideation techniques

## 8. Building & Visualizing Ideas & Solutions

- To build to think
- Different types of Creativity Tools
- Reviewing & Deciding Solutions
- Tools such as user feedback, observation, and evaluation matrix