

Proposal Agenda 1-Day Design Thinking Workshop

09:30h Team introductions and Introduction to Design Thinking:
Origin, why has DT become so popular, showcases, explanation of the process, key success factors, 2 x 1 minute exercise to boost creative confidence.
Brief overview of workshop activities.

10:30h Coffee break and split into teams

10:45h Exploration Phase: Presentation of the “How might we question” to the team and the respective context of the problem.

Tools applied to systematically identify problems are interview techniques, user stories and user journeys.

11:00h Coffee break

11:15h Continuation Exploration Phase

Deciding on a main problem and formulating goals for potential solution; description of a persona and formulation of the problem statement.

12:30h Launch break

13:30h Ideation (diverge phase) = systematic approaches to come up with as many ideas as possible

Silent brainstorming on post-ist (encourage wild ideas)

Sharing of ideas with team members at ideas board

Group brainstorming (building on ideas of others)

Inspiring questions to change perspectives, i.e. What would Google do? What would Amazon do? What would Apple do? What would Starbucks do? How could solutions look like, if money wouldn't matter?

Headstand method: What could we do, to make the situation even worse? => Turn answers upside down and see if new ideas emerge

Mash-up: Can new solutions be created, by combining ideas?

15:00h Coffee break

15.15h Ideation (converge phase) = selecting the best idea

1. Try to categorize the ideas / 2. Does the idea have a great desirability from the perspective of the target user? If not, trash it. If yes => 3. Does the idea have a high WOW-factor (a solution journalist would be keen on reporting about, because it offers a true benefit and is an innovation). If not, trash the idea. If yes => 4. Is the idea viable? If not, trash the idea. If yes, keep it on the board.

Butterfly test: Voting with sticky dots. Each team member gets 5 sticky dots and can place them at will on the remaining ideas. Only the idea with the most dots will be continued in the prototyping phase

16:30h Coffee break

16:45h Rapid Prototyping (= rough and fast)

Each team member creates a prototype of the most popular idea in form of a storyboard with screen cards: How would the life of the target user look like with the new service or product.

Sharing of individual prototypes with team members.

Creating one common prototype for the team. This is done best, by selecting the most appropriate scenes from the individual prototypes

17.15h Testing: Are we solving a relevant problem and is the proposed solution desirable?

Present prototype to one person from another team and gain feedback

Make adjustments based on feedback

17:55h Summary of key takeaways for Design Thinking application
