

Design Thinking + User Centered Design

Course Summary

Description

Warning: This is a new type of course going beyond traditional classroom learning and into experiential learning. Participants learn by doing, literally. 50% of work is done outside (off-campus) the classroom.

The class starts with an introduction to Design Thinking for Mobile Innovation. Participants will learn how to transform marketing requirements into desirable user experiences for mobile sites and apps.

In this class, you will learn how to validate ideas in order to detect and articulate emotional value from your web design and development efforts. By the end of the class you will have applied hands-on experience with creating 3D profiles of your target audience using field studies, user journeys, personas and empathy maps to brainstorm and ideate new solutions.

Next you will learn rapid prototyping techniques using Lean UX techniques. We will work as a group to generate dozens of new design solutions quickly. Finally you will learn the industry leading technique for testing wireframe ideas with users: usability testing. The field study and usability testing will involve actual customers, recruited in advance of the training by Experience Dynamics.

Blending the industry standard thought leadership techniques of Design Thinking with User Centered Design; you will leave this class armed with creative skills and tools to tackle design and marketing problems. You will learn how to become a better communicator with developers and designers and how to leverage an Outside-In design approach.

This is an Applied Training meaning it involves true learning-by-doing including an actual field study and usability test with up to 10 customers.

How it works: Your team selects a project to work on during the training in advance of the training. This gives the training a truly hands on project that has real business needs and constraints behind it. The learning activities and exercise will take place using actual customer involvement

Topics

- Hands-on field-work (learn with a real project). Teams of 2-3 will go out to customer homes/work places to gather UX requirements.
- Choose a real project of your own to work on (increased relevancy); learn using real customer data.
- Develop key Design Thinking skills: Observation/ Prototyping and Testing.
- Learn how to design to drive up user engagement and motivation, critical for improving customer conversion, user satisfaction engagement.

Prerequisite

There are no prerequisites for this course.

Duration

Three Days