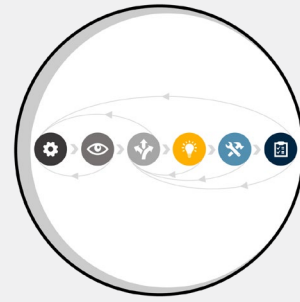# DESIGN THINKING

Design thinking is an approach to work that should lead to problem solving and the development of new ideas that are convincing from the user's point of view.

FACTS

LANGUAGE
German
English

COURSE TYPE
Presence training
Online Training
Blended learning
E-learning

REQUIREMENTS
None

AVAILABLE
Inhouse
Individual (Blended, E-Learning)

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FACTSHEET ONLINE

TRAINING CONTENT

You will learn the basics of Design Thinking step by step. You will experience how a Design Thinking micro-process works and which basic tools are helpful to come up with creative ideas.

We use the Coverdale method of experiential learning and work with participants' practical projects. We also show how the individual iterations come together to form the big picture of the Design Thinking macro process.

DESIGN THINKING IN 60 MINUTEN
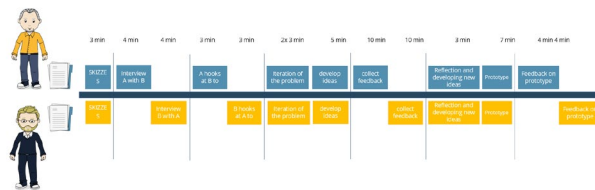
In this training element, the participants experience a shortened Design Thinking micro-process in about one hour. After the exercise, the participants receive a coaching session in which the process is reflected on and open questions about the sequence are discussed.

CONTENTS AT A GLANCE

FOUNDATIONS
- How innovation arises
- Design Thinking Basics
- Design Thinking exercise in 60 minutes

DESIGN THINKING PROCESS I
- Overview
- Quiz
- Design Thinking Challenge

DESIGN THINKING PROCESS II
- Working with Persona
- Identify user needs
- Formulate Point of View

DESIGN THINKING PROCESS III
- Brainstorming of ideas
- Structure ideas
- Prototyping

Coverdale