

Design Thinking

PRACTITIONERS COURSE

Enterprise Design Thinking is a framework that aligns multi-disciplinary teams around the real needs of their users.

When teams apply these scalable methods, they're able to move faster and deliver differentiated outcomes repeatedly.

Successful design thinking teams operate as an ecosystem of different people with unique skills and responsibilities, working together to deliver human-centered experiences.

IBM Global University Programs



About this course

This explores the topics and skills required to gain practice in the successful application of design thinking techniques to address key industry problems.

Design Thinking Practitioners – Acquire knowledge of applying design thinking and its value. A practitioner finds opportunities to use design thinking methods in their everyday work.

Audience

Individuals with an active interest in learning and applying design thinking methods.

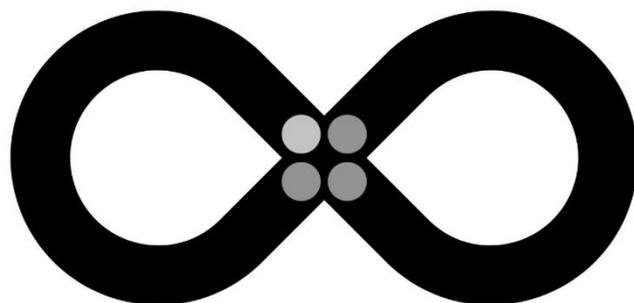
Prerequisite skills for this course:

- *Understanding there are team collaboration tools beyond chat, e-mail, Web Ex, Zoom, ...*
- *Appreciating that user centric, not technology centric, design can yield better results*

Journey

 75 hours

- **30% Concepts**
Expanding the knowledge and understanding of the topic through lecture training and examples.
- **70% Group Work Activities**
Experiential learning of the methods to solidify the topics covered in the lectures.



Observe

Reflect

Make

Objectives

- Understand what came before Design Thinking and how it built upon previous approaches
- See how design thinking is introduced in an organization and understand the transformation
- Get an overview of the whole approach to design thinking
- Learn 7 key habits of effective design thinkers
- Understand the importance of iteration
- Learn how to observe, reflect, and make
- Understand the importance of user research
- Appreciate empathy through listening
- Learn Ideation, Storyboarding, and Prototyping
- Understand user feedback and the Loop
- Learn the different types of user feedback
- Understand the challenges of teaching EDT and learn valuable hints and tips
- Understand the domains that are applicable
- Learn about digital versus physical
- Explore some technology specializations

Design thinking unifies everyone around a very clear approach. One that is oriented around the customer as opposed to different people's objectives.

ibm.com/design/thinking