Accelerating Innovation through Human-Centered Design

For business innovation.
Public and private workshops.

Workshop Overview

This two-day workshop introduces participants to the discipline of Human-Centered Design (HCD). Participants will learn how HCD can be used to:

- Understand the needs of the different stakeholders.
- Encourage frequent prototyping and sense-checking of ideas.
- Promote effective interdisciplinary collaboration.
- Provide teams with a repeatable way to innovate.

Who should attend?

Those who wish to accelerate innovation within their organization, are interested in Human-Centered Design (Design Thinking), or who want to improve their skills in these areas, including:

- Product managers, designers, researchers, user experience professionals, marketers, consultants, engineers, and learning professionals interested in Human-Centered Design.

- Business, non-profit, government, and academic leaders involved in embedding innovation into their organizations.

What do you teach?
Examples of methods we typically teach include:

WHAT WE THINK WE KNOW
- Stakeholder mapping
- Journey mapping
- Persona profiles
- Hypothesis generation

KNOWING MORE
- Contextual inquiry
- Experience visualization
- Hypothesis testing
- Uncovering insights

ASSESSING WHAT WE KNOW
- Heuristic assessment
- Affinity clustering
- Assessment matrices
- Qualitative synthesis

USING WHAT WE KNOW
- Brainstorming
- Co-creatiom
- WIBNI
- Harnessing insights
- Horizon mapping

TESTING WHAT WE KNOW
- Quick and rough prototyping
- Usability testing
- Customer validation
- Storytelling
- Defining the MVP

Learn tools to solve complex business challenges

How is this course different?

- Practical and hands-on with a focus on learning-by-doing, using several different practice exercises that combine individual work with small group collaboration.
- Taught by experienced practitioners working in product, service and experience design.
- Flexible framework and methods relevant to different industries and design challenges, including digital products, physical products, services, processes and policies, and applicable across the entire product/service development lifestyle (front end and back end).
- Small class size (max of 12) for more individual attention.

Where is it, when does it start, what about lunch?

- Workshops run from 8:30 AM to 5:15 PM over two days.
- Workshops are available in San Diego and London.
- Breakfast and lunch are included.
- After you register, we will provide information on hotels and transportation, reserve a parking space and ensure that we are aware of any dietary restrictions or other special needs.
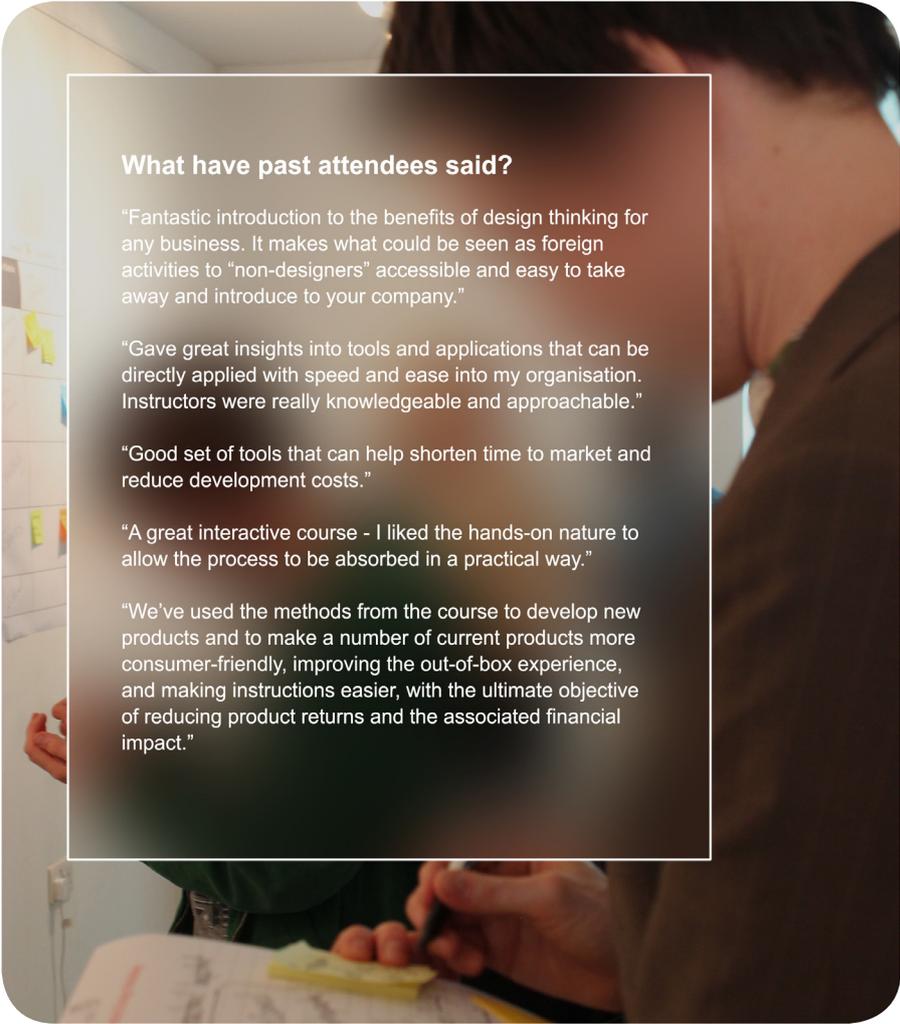
What have past attendees said?

"Fantastic introduction to the benefits of design thinking for any business. It makes what could be seen as foreign activities to "non-designers" accessible and easy to take away and introduce to your company."

"Gave great insights into tools and applications that can be directly applied with speed and ease into my organisation. Instructors were really knowledgeable and approachable."

"Good set of tools that can help shorten time to market and reduce development costs."

"A great interactive course - I liked the hands-on nature to allow the process to be absorbed in a practical way."

"We've used the methods from the course to develop new products and to make a number of current products more consumer-friendly, improving the out-of-box experience, and making instructions easier, with the ultimate objective of reducing product returns and the associated financial impact."

Prices, payment and refunds

Discounts are available on group bookings.

Payment via Visa, MasterCard or invoice. There are no refunds on bookings, however you can transfer your ticket to a workshop at a later date or send someone else in your place.

For more information

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