

1/2 DAY WORKSHOP

Design Thinking

Workshop Goals:

Introduce a design thinking methodology.

We will introduce the high-level process of ethnographic research, interpretative synthesis, and prototyping as a fundamental way of doing business, and will ground this methodology in case studies and examples.

Speak confidently about complex and ill-defined ideas. This gives participants the ability to compel and persuade their peers to follow them in a particular strategic direction.

Think about experiences as a series of designed touchpoints. This is a new perspective on products, treating them as part of dynamic ecosystems.

8:00am – 9:00am	Introduction to Design Thinking
9:00am – 10:15am	Case Study FinTech and Consumer Tech
10:15am – 10:45am	Value Promise Align on customer goals
10:45am – 12:00pm	Customer Experience Mapping
12:00pm – 12:30pm	Opportunity Mapping and Planning