

## Design Thinking Jam

The overall goal of this Design Thinking course is to raise your appetite for designing better products, services, processes, strategies, spaces and systems. Design Thinking helps you to develop practical and innovative solutions for your problems.

Design Thinking is a human-focused, prototype-driven process for innovation. In this crash course you will develop a solid understanding of the fundamental concepts of Design Thinking and you will learn how to implement your new knowledge in your professional work life.



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## Your Benefits- you will learn:

- How to initiate a new working culture based on a user-centric approach, empathy, and playful testing.
- How to understand your customer needs with tools like user-journey mapping, storyboards, touch-points.
- How to boost your own creativity and break the blocks you/your team face for structured idea generation
- How to go into early and fast prototyping as well as testing methods that will help you reduce risks and accelerate organizational learning. This is especially important if you are responsible for the introduction of new products and services.



## Networking and Social Aspects

In this course you will be part of a multidisciplinary team: the other course participants are people from diverse professional backgrounds, interested in tasting this methodology.

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