

DESIGN THINKING

BSMG6214

Course Outline (workshop format)

Description:

Explore a human-centered design method for tackling innovation challenges and creating customer-driven solutions. You will learn about and engage in hands-on design thinking activities useful to drive different types of innovation and entrepreneurship — whether social, commercial, technical, or creative in nature.

Course Goals:

Familiarity with design thinking principles, the importance of mindset and divergent thinking and a practical exercise of brainstorming a business concept and developing a how might we statement and running a mini design sprint.

Course Objectives: At the completion of this course, the student will be able to:

- Design flexible, transferable, collaborative methods and tools for approaching problems in creative ways.
- Create mind-maps, engage in rapid prototyping, practice pitching, and take away templates to use at work
- Practice generating many ideas quickly, to prototype the best of them, and to consider how to iterate and refine the solution based on user feedback

Texts:

No textbook required for this course. All materials will be provided.

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Course Schedule:

Day One

- Intro and Welcome
- Warm Up
- What will we laugh with in 20 years?
- Keynote: Innovators Mindset
- Exercise: Analogy thinking or Smart copying
- Ted Talk Tim Brown Think Big
- Exercise - Brainstorm: Trends versus Markets
- Exercise - Business Concept Development

Day Two

- Keynote: Design Thinking Theory Fundamentals
- Empathy Exercise
- Reframing and Ideation
- Prototyping and Testing
- Selling Your Vision - Getting Buy In
- Break Down the House
- Open Discussion
- Design Thinking in Your Organization

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.