

Coaching

Practice new techniques and be mentored through the application of our signature approach on your own project



At Cooper, we partner with teams in a range of ways. Some teams need an external partner to take on a project, while others want to develop their team members through our trainings. And sometimes, teams want the best of both — learning from experts while doing the work.

Our Product Design Coaching Program helps clients who are already familiar with our Goal-Directed Design process practice applying those tools to their own projects, guided by an experienced design practitioner and coach from Cooper.

HERE'S HOW IT WORKS:

- + A team of senior leaders from Cooper will partner with you to create a customized coaching plan that is best suited to your needs.
- + We'll travel to you for a series of onsite, targeted workshops that support your team at key moments in their own project(s). We'll also schedule regular check-in calls in-between.
- + Participants will walk away knowing how to use Cooper's powerful, time-tested techniques in future projects and what they need to focus on next to continue building their expertise.

IDEAL FOR

Teams who are familiar with the goal-directed design process and want help applying it to their own product design.

hello@cooper.com

www.cooper.com

 @cooper

COOPER SAN FRANCISCO

85 2nd Street, 8th Floor, San Francisco, CA 94105

415.267.3500

COOPER NEW YORK

100 Wall Street, Suite 502, New York, NY 10005

212.243.7777

Product Design

For more than 25 years Cooper has been using goal-directed design to create products that thrive in the market. These products are built with a strong understanding of who the goals of the people who will be using the product. This human centered approach to design involves conducting ethnographic interviews, synthesizing notes to uncover patterns, creating personas to embody these users and their goals, crafting scenarios to demonstrate how the product works, and leveraging these tools to drive product design.

THE PRODUCT DESIGN PROCESS:

6 Workshops, 2 senior practitioners, 1 full day per workshop

RESEARCH	MODELING	IDEATION	FRAMEWORK	REFINEMENT
<p>WORKSHOP 1 Design an Optimal Research Plan</p> <p>WORKSHOP 2 Synthesize Your Research</p>	<p>WORKSHOP 3 Create Design Personas</p> <p>WORKSHOP 4 Use Narrative to Uncover the Ideal Future State</p>	<p>WORKSHOP 5 Generate New Product or Service Ideas</p>	<p>WORKSHOP 6 Determine the Framework for Your Product</p>	<p>CHECK-INS Prototyping and Detailed Design</p>

PROGRAM OUTCOME

The goal of this program will be for your team to not only learn about the product design process, but also get coached through using the tools on their own project. Through this process your team will:

- + Create a research plan
- + Conduct research with target customers or potential customers
- + Define personas to represent that population
- + Write scenarios to describe the ideal product experience
- + Design concepts for new product or service ideas
- + Define the framework of your product

HAVE A PROJECT IN MIND?

Learn more about how you can apply a product design coaching program to your project.

Email us at training@cooper.com or call **415-267-3500**

Service Design

Today customers experience our businesses in a variety of ways. As technology continues to grow and businesses take advantage of new channels to communicate with customers, it's easy for the customer experience to become inconsistent. Often, companies have siloed teams dedicated to different points in the user journey. Service design allows teams to look across the entire user journey and finds ways to improve that experience. We'll help you understand how your customer experiences your business and discuss ways to improve that relationship.

THE SERVICE DESIGN PROCESS:

9 Workshops, 2 senior practitioners, 1 full day per workshop

DISCOVER	DESCRIBE	DETERMINE	DEVELOP	DELIVER
<p>WORKSHOP 1 Scope Your Service Design Project</p> <p>WORKSHOP 2 Design an Optimal Research Plan</p> <p>WORKSHOP 3 Synthesize Your Research</p>	<p>WORKSHOP 4 Create Design Personas</p> <p>WORKSHOP 5 Current Journey Analysis</p>	<p>WORKSHOP 6 Generate New Product or Service Ideas</p>	<p>WORKSHOP 7 Use Narrative to Uncover the Ideal Future</p> <p>WORKSHOP 8 Build a Service Blueprint for the Future</p>	<p>WORKSHOP 9 Future Service Design Integration</p>

PROGRAM OUTCOME

The goal of this program will be for your team to learn about the service design process and get coached through using the tools on their own projects. Through this process your team will:

- + Create a research plan
- + Conduct research with target customers or potential customers
- + Define personas which represent that population
- + Outline a current state journey map
- + Prioritize opportunities
- + Design concepts for new product or service ideas
- + Create a future state service blueprint

HAVE A PROJECT IN MIND?

Learn more about how you can apply a service design coaching program to your project.

Email us at training@cooper.com or call **415-267-3500**