

Design Thinking Immersive

Apply the proven techniques of designers to create products and services that customers feel were designed *just for them*.



In Design Thinking, we apply techniques from the designer's toolkit to solving wickedly complex problems. Whether your team is responsible for producing a product, a service, a system, or a process, you can use Design Thinking to rally your team around serving the needs of your target users.

In this workshop, you'll work on a sample project, starting by establishing a deep understanding of your users and their goals. You'll work with your team to generate a broad set of ideas to apply to the project, evaluating which ideas make the best fit for the user and your business. Finally, you'll prototype solutions, gathering user feedback along the way.

YOU'LL WALK AWAY KNOWING HOW TO:

- + Plan and conduct research interviews to identify customer goals
- + Generate insights from user research
- + Use exploration and storytelling to inspire innovative concepts that satisfy both customer and business goals
- + Create low-fidelity prototypes to refine your concepts and evaluate them with potential users

"It helped us expand our horizons and think of what we do in a different light."

COST

Public: \$1,800 per person + \$61.95 Eventbrite fee
For corporate pricing, e-mail training@cooper.com

LENGTH

2 days

IDEAL FOR

Cross-functional teams who want to find new ways to focus their efforts and decision-making toward addressing user needs

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Course Topics

DAY ONE: UNDERSTAND THE BIG PICTURE

- + Understand the Design Thinking mindset and methodology
- + Clarify business objectives and identify underlying assumptions in the project brief
- + Harness the power of design research
- + Practice conducting effective user interviews
- + Recognize common themes in research and identify actionable insights
- + Reframe the problem from business needs to user goals

DAY TWO: ENVISION THE FUTURE AND PROTOTYPE CONCEPTS

- + Explore opportunities through ideation
- + Combine ideas into a compelling experience through narrative
- + Prototype a potential solution to evolve your thinking
- + Gather user feedback to evaluate and refine your solution
- + Use storytelling to showcase strategic decisions and create momentum



Get practice conducting user interviews and mining them for valuable insights.



Find new ways to generate a wide variety of ideas for addressing user problems.



Use storytelling and low-fidelity prototypes to refine your concepts and evaluate them with users.

QUESTIONS?

E-mail us at training@cooper.com
or call 415-267-3500