

# COURSE OUTLINE

## DAY 1 - Introduction & Empathize

- The Design Challenge
- Zooming 10,000 feet to the Organization
- Let's Ask Killer Questions
- Identifying Roadblocks to Innovation
- A brief Introduction to Design Thinking
- Understanding Empathy through Grammar
- Interview the User using the Empathy Map
- Customer Persona 1.0
- Customer User Journey
- Sharing Findings
- Wall of Clues - Part 1

## DAY 2 - Define

- Wall of Clues - Part 2
- From Clues to Hunches
- Consolidating Hunches to Themes
- Build a Point-of-View Statement
- How Might We...

## DAY 3 - Ideate & Prototyping

- Let's talk Ideas
- Idea Voting & Discussion
- Consolidating Ideas to Solutions
- Building Prototypes of Solutions
- Introduction to Figma

## DAY 4 - Prototyping

- Building an MVP - Part 1
- Understanding UI/UX and User-Friendliness
- Building an MVP - Part 2
- The Anatomy of a Good Pitch Deck
- Building a Pitch

## DAY 4 - Test & Pitch

- Testing with Live Customers
- Iteration
- Advocating Design Thinking for Innovation
- Collating Test Data & Presenting
- Test Feedback
- Final Presentation