Cooper
Professional
Education

Design Thinking Immersive

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

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

Design Thinking Immersive

In Design Thinking Immersive, apply techniques from the designer's toolkit to solving wickedly complex problems. Whether your team is responsible for producing a product, service, system, or process, you can use design thinking to rally your team around serving the needs of your target users. In this course, 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 ones are the best fit for the user and your business. Finally, you'll prototype solutions, gathering user feedback along the way.

Cost

For open-enrollment and corporate pricing, visit **cooper.com**

Length

Two days

Ideal for

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

Upon Completion

Receive all materials from the course as well as a certificate to help you stand out from the crowd in your professional network

You'll walk away knowing how to:

+ Plan and conduct research interviews to identify customer goals.

+ Generate important 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.

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Day One

+ Understand the design thinking mindset and methodology.

+ Learn how to clarify the business objectives and underlying assumptions of a project brief.

+ Discover how to harness the power of design research.

+ Practice conducting effective user interviews.

+ Recognize common themes in research and identify actionable insights.

+ Learn how to reframe the problem from business needs to user goals.

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

Day Two

+ Explore opportunities through ideation.

+ Learn how to combine ideas into a compelling experience through narrative.

+ Practice prototyping a potential solution to evolve your thinking.

+ Gather user feedback to evaluate and refine your solution.

+ Leverage storytelling as a way to showcase strategic decisions and build momentum.

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