

# DESIGN THINKING WORKSHOP

**Speakers:** Eric GUERCI, associate professor of Economics and Invent@UCA co-director & Samira KARRACH, Invent@UCA co-director and expert facilitator

**Working load:** 8 hours

**Period:** October-December (Fall session) /February-April (Spring session)

## **Purpose:**

Design Thinking is the innovation process developed at Stanford, which was launched by IDEO and has fuelled a large part of the entrepreneurial culture in Silicon Valley. At the heart of the process is the notion that to innovate, it is necessary to connect with people, understand the real needs of the user and explore the whole project context with a constant attitude to research, undertaking a non-linear path characterized by uncertainty and the freedom to make mistakes and create new ideas.

## **Learning Objectives:**

The best way to internalize the process and its instruments - and to get used to managing the ambiguity and uncertainty that characterize it - is to experiment with it, to face and solve the challenges, the real challenges of innovation.

The participant will:

- discover Design Thinking through an introductory overview of the methodology in the context of product, service, and/or organizational process innovation through a co-design approach.

- test the methodology and tools on a real challenge.
- design one or more innovative solutions in response to the defined challenge.

### **Criteria for admission:**

The workshop is open to all students who demonstrate a motivation for participating in this specific workshop.

### **Course Content (list of activities):**

During the workshop, there will be alternating moments of short lectures, discussion of case studies and hands-on practice in teams; activities will be carried out in teams of 4-5 people, based on an identified challenge.

In detail, the workshop will be divided into several phases:

- introduction to the methodology of Design Thinking and co-design;
- presentation of the process and the main instruments;
- presentation of the challenge to the teams;
- coaching and mentoring of work team activities (research on needs, design, prototyping, testing, iteration).

### **Evaluation (total 100%):**

- Individual (50 %): general behaviour (engagement throughout the session, diligence, punctuality, ...), quiz and test during the session, peer-to-peer evaluation based on 21<sup>st</sup> century skills (creativity, complex problem solving, critical mindset, communication, ...).
- Collective (50 %): group project (incl. presentation).