2020

THE
DESIGN
ACADEMY

AMBASSADOR
HUMAN-CENTERED
DESIGN ESSENTIALS

Essential Pathways Ambassador 2 Day Workshop Overview

Those attending wish to accelerate innovation within their organization
or solve internal business challenges through Human-Centered Design / Design Thinking.

This two-day workshop introduces participants to human-centered design / design thinking tools. Participants will learn how human-centered design can be used to:

Solve the right problem

Understand the needs of internal and external stakeholders

Promote collaboration between teams and a framework to innovate

Reduce risk through iterative prototyping and testing

DISCOVER

Empathizing and more deeply understanding the context and human behavior /motivations. This can reveal unanticipated insights and create an emotional connection.

CONNECT

Looking at the entire ecosystem can provide empathy for all stakeholders, both internal and external.

CONCEIVE

Ideating to develop concepts. Prototyping to iterate and test increases empathy and can reduce risk.

DELIVER

Communicating your message to internal as well external stakeholders in a way they can understand. Connecting to the strategy of your organization.

Who should attend?

All organizations and individuals who want to innovate or improve internal efficiencies and team collaboration. Applicable to all industries, nonprofits and government organizations. The workshop attendees are typically a dynamic mix of disciplines, job levels, industries and organizations. All disciplines and industries welcome.

Senior management, strategic marketers, innovation directors, product managers, engineers, designers, researchers, consultants, and learning professionals interested in Human-Centered Design.

All organizations involved in embedding innovation into their organizations or who want to improve internal efficiencies and team collaboration.

What do you teach? Examples of methods we typically teach include:

Empathic Research methods including interviewing, Contextual Inquiry and Observational research
Understanding insights and defining the right problem
Stakeholder mapping
Journey mapping
Persona Profiles
Ideation
Prototyping
Usability testing
Connecting to Strategy
Communicating your results
Business Tools

Why take this course?

Learn by Doing. Hands-on with a focus on learning-by-doing, using several different practice exercises based on The Design Academy design thinking toolkit.

Facilitated by experienced practitioners who work in the design industry and have been trained on different methodologies.

Applies to different industries and design challenges, including digital products, physical products, services, processes and policies, and applicable across the entire product/service development lifestyle (front end and back end).

Small class size for more individual attention.

Practical and hands-on with a focus on learning-by-doing, using several different practice exercises that combine individual work with small group collaboration.

Logistics?

Workshops run from 8:30 AM to 5:15 PM over two days.

Price, payment and refunds?

Discounts are available on group bookings. Payment via Eventbrite, Visa or invoice. There are no refunds on bookings, however you can transfer your ticket to a workshop at a later date or send someone else in your place.

For more information
For questions or to register your interest, email info@thedesignacademy.com or call 858 490 0063