

4th edition

DESIGN THINKING FOR BUSINESS TRANSFORMATION

Summer Courses 2018

Professional level

One-week course

Calendar: from July 2nd to July 6th, 2018

Timetable: Monday to Friday, from 9.30 am to 1.30 pm and from 3 pm to 7 pm

Language: English

Some of the complementary activities might be organized out of school schedule, to agreeing before with students.

For courses taught in English, an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0.

Introduction

Design Thinking for Business Transformation are concepts that have tremendous impact in today's business strategy. They are the ingredients that spur new growth opportunities, optimize business processes and create strong connections with customers.

We see these words everywhere we look today. But what do they really define? Are they real? Do they have any real impact on business or are they just a series of trendy words slapped on company slogans, advertisements, and annual reports?

Design Thinking is a human-centric group of work processes and frameworks that help identify, develop and deliver on these concepts creatively and efficiently.

Real innovation delivers real results. Results in introducing new product-service experiences to create value in a business, in understanding the changing customer expectations or in expanding existing markets. In essence, developing meaningful design solutions through a design thinking approach, co-created with all stakeholders, results in business transformation.

This course is designed for the professional who is looking to better define, shape and implement innovative strategies in their respective ecosystems and deliver higher value to their businesses.

Objectives

- Gain better insights on existing/future customers
- Understand customer needs/problems and wants/emotions
- Enhance company value by identifying and acting on new opportunities efficiently
- How to lead teams through the creative process
- Distinguish between experience phase and implementation phase
- Prototype fast to clarify concepts and get valued feedback
- Validate and sell the ultimate story to stakeholders

Methodology

This intensive course is built as an experiential learning incubator: each day starts with an intensive workshop on the day's exploration topic that allows the participant to get a deeper understanding of Design Thinking methods by relating those key-concepts and tools to that experience. The structure of the entire workshop itself is built on the divergence/convergence principal.

Learning outcomes for the program are:

- Imbed the notion of action / reflection / learning, when facing challenges in a project as well as in work processes
- Gain an experiential understanding of design thinking concepts, tools and methodologies
- Be able to apply these concepts in various contexts
- Redefine / frame problems and needs
- Identify design and business opportunities through an holistic view
- Implement the design thinking concepts to create a viable product or service
- Identify, understand and transmit your findings to appropriate stakeholders

Student profile

This Professional Summer Course is designed for professionals working in Sales, Human Resources, Innovation, R+I+D, Marketing, Communications, business development, Design and Management departments willing to work at a strategic level.

Admission requirements

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- ID (Spanish students) or Passport (international students) scanned
- University Diploma (Bachelor, Undergraduate Degree or equivalent) scanned
- Professional experience related to the course area/subject
- Motivation Letter in the course's language
- CV in the course's language specifying languages level and computer skills
- Advanced knowledge of Spanish or English as appropriate. For courses taught in English requires an intermediate level, corresponding to a paper TOEFL 550 or IELTS 6,5. For courses in Spanish requires a level B2. In case you don't have any qualification, it will be necessary to assess your level through an in-person or Skype interview
- Portfolio for creative courses

Course program

	DESIGN THINKING PROCESS	CUSTOMER VALUE	THE OPPORTUNITY	PROTOTYPING	VALIDATING AND STORYTELLING
	July 2nd	July 3rd	July 4th	July 5th	July 6th
9.30 am	OPENING WORKSHOP	OPENING WORKSHOP	OPENING WORKSHOP	OPENING WORKSHOP	OPENING WORKSHOP
10.45 am	REFLEXION ON WORKSHOP	REFLEXION ON WORKSHOP	REFLEXION ON WORKSHOP	REFLEXION ON WORKSHOP	REFLEXION ON WORKSHOP
11.30 am	DESIGN THINKING PROCESS	CO-CREATING VALUE	MODELING YOUR STRATEGY	PROTOTYPING	VALIDATION
1.30 pm	break	break	break	break	break
3pm	DISCOVERY / PROBLEM DEFINITION	MAPPING USER JOURNEYS	DECISION MAKING	IMPLEMENTATION	STORYTELLING
5.30 pm					
6:15 pm 7:15 pm	INDUSTRY VISIT		INDUSTRY VISIT	INDUSTRY VISIT	CLOSING

1. THE DESIGN THINKING PROCESS

1.1 The Design Thinking Process

A lecture on the basics of Design Thinking, its core principals, key concepts and application usage throughout various industries. There will be an overview of the main tools and framework, as well as of the overall process.

1.2 Discovery & Problem Definition

At the base of any product or service, there is a user with a problem/need. This session will focus around discovering who that customer can be, and re-defining the problem through divergent and convergent thinking methodologies such as the Basadur approach.

2. CUSTOMER VALUE

2.1 Co-creating value

Human-centered design innovation approach to generate and validate ideas with the people that we want to serve through design. Getting to know people, their context of activity, needs, drivers and barriers towards a design offering is one core activity for successful innovation.

2.2 Mapping the User Journey

User journey mapping is a powerful technique to describe a sequence of use of a service from the user's perspective. It helps define the interaction between the user and the service provider, analyzing and identifying the touch points and artifacts that create value for both of them. Artifacts are all tangible elements that enable the desired interaction (space, channels, objects, signs, speech, website, mobile app, etc).

3. THE OPPORTUNITY

3.1 Modeling Your Strategy

In order to begin refocusing the data and ideas into a coherent product or service, we need to identify and map out the success metrics, objectives and goals related to our exploration and how it fits into our overall strategy.

3.2 Decision Making

Once the data and ideas are in, we need to start thinking about organizing and filtering these ideas. In this section, we will explore methods and techniques such as telescoping that will allow us to focus the debate, and filter the most relevant ideas from the haystack.

4. PROTOTYPING

4.1 Prototyping

In this session, we will work on quick and effective prototypes with frameworks such as the Minimum Viable Products and Lean Design Prototyping, in order to test and refine the concept, the value proposition, the customer experience and the commercialization.

4.2 Implementation

Testing and implementing the prototype into its wider context, we will introduce business modeling tools such as the Business Model Canvas, Lean Model Canvas and Blue Ocean Strategy Model.

5. VALIDATING AND STORYTELLING

5.1 Validation

We will explore tools and techniques to validate the product/service before it is more widely launched so as to evaluate and rectify any erroneous assumptions. Also, we will see how to evaluate whether this product or service adds economic value and if it is aligned with the overall objectives of the organization from which it was born.

5.2 Storytelling

As a final step, we will discuss and review different tools and philosophies that can guide us tell the story to different stakeholders. Different stakeholder will have different views (ex investor vs end-user vs buyer), and so a well thought-out strategy on how to approach each one of these is crucial.

Coordinators of the course

Each Summer course program content and syllabus have been designed by the appointed course coordinator, a specialist in the subject, together with the Master Area Academic Department. The Course Coordinator also plays an active role in assisting to incorporate professors and developing relationships between companies and institutions in order to create links to the course program.

Mercè Graell

MFA in Design Education by The Ohio State University, BS in Technical Engineer by the Universitat Politècnica of Catalunya, and Graphic Design by Escola Elisava in Barcelona. Her interests and work in the research and professional practice include co-creation and human centered design innovation methodologies. Since 2010, she has been a design manager and lead designer at Designit, an international strategic design firm. In academia, she has been adjunct professor in The Ohio State University and Sinclair Community College, where she is on the design advisory committee. Currently, she coordinates and teaches in the Design Management Master and, in the professional programs in Design Thinking & CoCreation and Service CoCreation Design at IED in Barcelona. She is also a faculty member of the Human-centered innovation institute, h2i.

Nicolas-Emmanuel Leblanc

With a background in both entrepreneurship and arts, his interests have been focused around the creative process and its applications. In Canada he was founder of a digital media company, as well as part of the board of directors of a startup incubator and adviser for the member companies. He is currently an independent business consultant in Barcelona where he has taught workshops business modeling, customer development, finance for startups, and presentation skills in Barcelona Activa, Barcelona Centre for Design, the IED as well as various corporate clients. Previously, he worked for Alcatel Mobile Phones in Paris, and later as a freelance advertising music producer in Paris, New York and Mexico.

Teachers of the previous edition

Cristina Bustillo

Customer Experience Strategist for Service Innovation, Chief experience office in Barcelona Children´s Hospital (Sant Joan de Deu). Barcelona Director to Designit. Designit is a strategic design firm founded 20 years ago in Denmark, with 300 professionals working out of 15 offices in 11 countries.

We help ambitious companies make innovation happen.

Ariel Guersenzvaig

PhD in design theory from the University of Southampton and a degree in publishing from the Hogeschool van Amsterdam, he works as an independent design consultant directing projects for non-profit institutions.

He regularly gives talks and publishes articles about design theory and methodology, service design and user-experience design. He is a proficient surfer.

Luciana Leveratto

Designer and certified LEGO® SERIOUS PLAY® facilitator, trained by Robert Rasmussen, one of the creators of the methodology. She has a Graphic Design degree by the University of Buenos Aires. After ten years working in important projects in corporate identity and editorial design, her professional interest pushed her to the fashion field as accessories designer.

In 2002 she moved to Barcelona, where she combines her design activities with the academia. She has been teaching at Istituto Europeo di Design, ESDI, BAU and Universitat Pompeu Fabra.

Actually she is the Academic Dean in Master Department at IED Barcelona, where she also teaches.

Marc Segarra Torres

Consultant, trainer and coach with a long creative experience in managing creativity and dynamism of group idea generation and change management.

He has worked as creative director in the field of communication and events in different agencies of Barcelona. He has taught at various universities of Barcelona, UB (University of Barcelona), UPC (Polytechnic University of Catalonia), UPF (Pompeu Fabra University) and several design and business schools in Barcelona.

He has worked in strategic consulting as Infonomia with Alfons Cornella and helped establish a Danish BCN Designit in strategic design consultant. He is currently Co-creation Creativity & Incubio Manager in Customer Discovery phase.

Visits

At the end of each day, it is planned to make an industry visit prestigious companies related to the program, such as: Designit, Claro Partners and Connecting Brains among others.

The Management of the Istituto Europeo di Design reserves the right to change the Course Program according to the didactic aims requested.