

Title:	<i>Design Thinking – a Problem Solving Framework</i>
Lecturer	dr Monika Hajdas
Lecture hours:	12 hours
Study period:	Summer School
Location:	Wrocław University of Economics, Poland
Examination:	<i>Project during classes</i>
Language:	English
Prerequisites:	<i>None</i>
Course content:	<ol style="list-style-type: none"> 1. Design Thinking (DT) as a human-centered, innovative problem-solving method. Tame problems vs. wicked problems and how to approach them. Characteristics of the DT process . DT dive workshop. (2h) 2. Empathize phase. Design research. Methods: exploratory, qualitative, ethnography, user observation. Key models: persona, empathy map, user journey map. Workshop (2h) 3. Problem definition phase. Synthesis of findings and crafting a meaningful and actionable problem statement. Reframing the problem. Workshop (4h) 4. Ideation phase. Brainstorming and analogical thinking. Developing idea cards. Workshop (2h) 5. Prototyping & testing phase. Prototypes and their role at different stages of a creative process (divergent phase and convergent phase. Prototypes evolution as a learning mechanism of a design team. Learning from early, inexpensive failures. Methods, tools and techniques for experimenting with prototypes. Workshop (2h)
Learning outcomes:	<p>Knowledge: Students know the Design Thinking framework and its usefulness in problem solving</p> <p>Skills: Students are able to use Design Thinking framework and several design research methods, tools and techniques for problem solving.</p> <p>Competencies: team work, creative thinking, critical thinking and problem solving, public speaking, presenting ideas & concepts, receiving feedback and responding to it but also providing others with constructive and meaningful feedback.</p>
Literature	Brown T. <i>Change by Design. How Design Thinking Transforms Organizations and Inspires Innovation</i> , HarperBusiness, New York 2009