Design Thinking: Developing innovative products and services
Creativity Laboratory

Hands-on course of 2 days - 14h
Ref.: DSH - Price 2025: 1 530 (excl. taxes)

EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Make the user the focus of your strategy and find innovation-based growth drivers

Design innovative services and/or products in a simple, operational way

Master the key steps of the Design Thinking method

Understand the basics of experience design and storytelling

Coordinate Design Thinking with other innovation approaches

TEACHING METHODS

Active learning based on experimentation through production. Hands-on work with immersive methods and ongoing evaluations.

ROLE-PLAYING

A role-playing exercise on the common thread of each step in Design Thinking. Use of a creativity laboratory with immersion.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

THE PROGRAMME

last updated: 07/2024

1) Understanding the principles of the Design Thinking method

- Defining the Design Thinking process.
- Understanding the user and designing an experience.
- Creating your own ecosystem.
- Instituting a culture of exploration.
- Building your multidisciplinary team and its organization.
- Tackling the challenge and exploring the subject.

Hands-on work : Creating your own ecosystem. Dealing with challenges in launching your product: A common thread during the creativity laboratory.

2) Adding inspiration

- Putting yourself in the shoes of your future user.
- Understanding the system and the market and knowing how to investigate it.
- Instituting real empathy toward your users.
- Enhancing field experience with tools.
- Summarizing your research: "Persona" and "Customer Journey Map".
- Finding the "challenge to overcome" using friction points.

Exercise : Building your toolbox and seeking inspiration.

3) Practicing ideation

- Mastering the rules of brainstorming.
- Generating new ideas.
- Creating an inspiration wall.
- Drawing your ideas.
- Coming up with new concepts.
- Creating a quick, inexpensive prototype of desirable solutions.
- Translating feedback from users into feasible, viable solutions.

- Following an iterative process.

Hands-on work : Experimenting with idea-seeking techniques. Immersion with the practical creation of a version.

4) Facilitating implementation

- Presenting with storytelling: From functional specifications to the industrial prototype.
- Understanding the industrial prototype as a communication tool.
- Getting all entities involved: From the industrial prototype to industrial production.
- Making use of user feedback. Adopting an improvement approach.
- Defining production volumes.
- Meeting standards and protecting your innovation.
- Helping the sales teams promote an innovation.

Role-playing : Setting up an implementation project. Presenting ideas with an innovative method (storytelling).

DATES

REMOTE CLASS
2025 : 04 sept., 23 oct.