



Design Thinking Daylight Digital Camp



Design Thinking

Daylight Digital Camp

Intention

Companies are under high competitive pressure with their business models. **The development of innovative, user-centric products and services is a must to successfully succeed in the long term.**

Design Thinking is an **amazing framework for the development of innovative concepts**: Inventive thinking is combined with direct customer- and user-focus.

The approach combines many elements of contemporary collaboration culture, self-organization and well-known creativity techniques into a new, ever-evolving method of innovation.

Using a specific example, the participants will learn how to apply design thinking effectively and sustainably in this digital workshop.

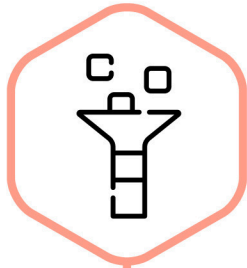
Goal

- Understand the thinking, culture and process of design thinking as an innovation process
- How design thinking makes previously unstructured challenges tangible
- A set of methods for structuring tasks and problems learning through customer-centered thinking, developing the right questions and establishing reflection as the basis of the iterative design thinking process

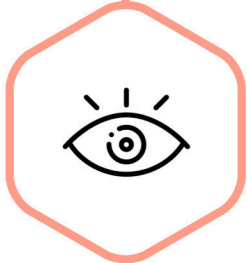
Target group: all

Design Thinking

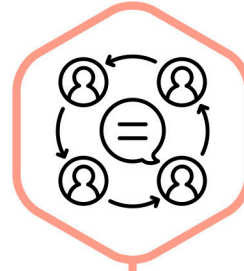
Daylight Digital Camp



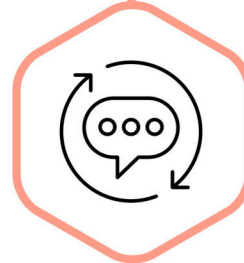
The Design Challenge starts before the session. Participants have the opportunity to input their own tasks.



After the introductory impulse session and the Design Thinking process as a wrap up, practical exercise comes next.



The Design Challenge is not pre-structured. Understand, Explore and Define are therefore developed by the team as important, demanding process steps and as input for the further design process. If possible, we work on a specific challenge for the team or the company.



All design thinking process steps are run through and tested with a finished prototype. Feedback and reflection are always brought in as a method. This work is very hands-on. **Results in form of prototypes often come as a surprise:** actionable and realistic results are often produced quickly and efficiently, and ready for testing in a customer-facing setting.

Duration & Format:

3 modules à 3 hours Digital Camp via WebEx or
1 day interactive presence training

Innovation

**Innovation is
an idea
in action.**

Hans-Jürgen Quadbeck-Seeger

Contact



I.T.C. Incentive Training Communication GmbH

Frankfurter Straße 151 B
63303 Dreieich
Germany



E-Mail

E-Mail: Melinda Schied - m.schied@itc.de
E-Mail: Wiltrud Lentes-Schied - w.lentes-schied@itc.de
E-Mail: Ljudmilla Regeniter - l.regeniter@itc.de



Fon

Fon: +49 6103 3783-0
Fax: +49 6103 3783-100



Website

www.itcg.com

