



different

Design Thinking School

radical user orientation

Duration:
1 day

Design Thinking means radical user orientation – this time for real. By constantly involving customers in the innovation process, we can understand their needs and build better solutions to address them.

Preparation time:
3 weeks

In our **Design Thinking workshop**, we develop new products and services using a designer’s toolkit. We bring together technical possibilities, business realities and user needs.

team:
3 diffriends
5-10 clients

Every challenge requires an individual approach. Which is why we always choose the most appropriate design methods for the task at hand. During the workshop, we’ll take you through the following steps of design thinking:

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- Analysis: cultivate an understanding of the challenge, identify and focus on the customer’s needs
- Ideation: draft solutions to the challenge working in multidisciplinary teams
- Prototyping: develop and refine your first prototype

Our processes are agile: We iterate as often as necessary and build prototypes fast. Because a quick failure is better than an expensive one.

What you can expect:

NEW WORKING STYLES
Take a break from your desk and screen to think with your hands and to develop and visualise new ideas. This will open your headspace for creative thinking.

AGILE OPERATION
We don’t flog dead horses. In our workshops, we iterate quickly to figure out what’s possible to implement. And what isn’t.

BETTER CUSTOMER EXPERIENCE
We won’t teach you to earn a quick buck, but to create a better long-term experience for your customer.

