

# Course : Design Thinking: Stimulating innovation within the company

Practical course - 2d - 14h00 - Ref. INN

Price : 1590 CHF E.T.

 4,3 / 5

BEST

## Teaching objectives

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

- ✓ Enshrine Design Thinking alongside other management methods
- ✓ Understand what's unique about the Design Thinking approach
- ✓ Gain proficiency in the approach's operational and directly transposable aspects
- ✓ Encourage stakeholders to sign on to your innovation project

## Practical details

### Hands-on work

Case study for detecting and selecting consumer insights. Exercises that apply to the Design Thinking approach. Presenting a pitch.

## Course schedule

### 1 Deploying market listening to detect insights

- Situating steps of the innovation approach: "Customer Journey Map", "Insight", "Pain Point", "Ideation", "Prototype".
- Putting empathy toward the user at the center of the design process.
- U&A studies, needs and expectations.
- Immersive studies: Client experience path, touch points, ethnology, shadowing.
- Taking into account the functional, aspirational, sensory, and emotional aspects.
- Incarnating personae, formalizing experience maps.

### Case study

Detecting and selecting consumer insights in order to start the ideation process. Choosing one or more research topics with their investigative scope that will serve as a guiding thread.

## PARTICIPANTS

## PREREQUISITES

## 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

## 2 Enacting innovative idea validation approaches

- “Old” methods: Ideation, concept screening, prototyping, and solution pretesting.
- New methods: Co-design, calls for ideas, beta testers, etc.
- Design Thinking: Moving ideas to prototyping in short time cycles.
- Creative tools to support the search for innovative ideas.

### Exercise

Using solution idea production tools (analogies, breakdowns, mashups, etc.).  
Designing a self-evaluation system for the ideas produced by attendees.

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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 3 Adjusting the ideas produced

- Sketching concepts, multi-dimensional storyboards for getting adjustment reactions.
- “Flexible” prototypes that can be instantly reconfigured to echo users’ reactions and suggestions.
- Types of prototypes: Sketches, 3-D concepts, modeling clay, “Quick & Dirty” functional models.
- The pitch for the chosen solution. Use of the PPCO and 4C methods.
- Statistics and emotions, metaphors, concrete cases, storytelling.
- Design Sprints, Hackathons, etc.

### Exercise

Workshop for creating a storyboard based on one of the potential creative options. Pitch for each of the attendees before a selection committee.

## Dates and locations

### REMOTE CLASS

2026: 2 Apr., 2 Apr., 25 June, 25 June, 1 Oct.,  
1 Oct., 26 Nov., 26 Nov.