

DESIGN THINKING

experience



“ many large corporations have embraced design because it is a process that drives innovation and helps companies to avoid the threat of commoditisation

John Kolko - “From design thinking to design doing”

format Remote and live

the course

Design thinking is an approach that allows you to create strategies to find solutions to the complex problems of organisations, governments, and society in an innovative way. The approach brings the human being as the focus of decision-making and proposes seeing the challenges with the intention of seeking the best way to deliver value to people in a world where technologies and transformations are exponential. It is a mental model based on three values – empathy, collaboration, and experimentation – that will guide you through a journey of practical learning in search of a connection with the real needs of people.

The course will give you a broad understanding of the principles of design thinking and the main tools to enhance business innovation.

course objective

In the Design Thinking Experience, you will experience the design thinking approach through two projects based on real challenges, and you will learn how to find valuable solutions that bring the human being to the centre of decision making. The course addresses in a practical way how to empathise with your customers, enhance the collaboration of your team, and the results of projects minimising risks. It is an invitation to dive into the new project management practices, facilitating the transformation of the teams' thinking into one more favourable to innovation.

The objective of the course is for you to have a broad vision of how innovation happens and to be able to promote positive and relevant changes in your personal and/or professional environment.

In 8 remote meetings, you will learn design thinking and how to apply it in practice, in addition to learning how to work remotely. You will have access to the tools used in the largest companies in the universe of innovation that support this creative work process in the virtual environment.

you will learn to

- Understand the value of the design approach for solving complex problems in practice, within the scope of business and society
- Use principles and tools to exercise empathy, collaborate and create prototypes in an agile way to test ideas that are adherent to people's needs
- Being able to appropriate the values, mindset, and basic tools of the design thinking approach for application in personal or professional projects
- Expand your worldview for a more systemic understanding of the challenges addressed

and explore content like

THE CURRENT CONTEXT OF INNOVATION IN THE WORLD

What innovation is and the practices that make room for the changes in standards that are necessary to remain relevant in a VUCA (Volatile, Uncertain, Complex, and Ambiguous) world.

DESIGN THINKING FOR INNOVATION

How the design approach can contribute to creating an environment favourable to innovation and reduce the risks of this process in the most diverse contexts.

DESIGN VALUES: EMPATHY, COLLABORATION, AND EXPERIMENTATION

Practices to experience the essential values of design: empathy to put the human being at the centre of decision making, collaboration to diverse perspectives, and experimentation for agile transformation.

THE 4 ORDERS OF DESIGN (BROADER DESIGN)

Design theory created by Richard Buchanan for a more comprehensive understanding of the role of design: graphic design, industrial design, interaction design, and systems design.

DOUBLE DIAMOND – THE DESIGN PROCESS FOR SOLVING COMPLEX PROBLEMS

Concept created by the Design Council on the design process. In the course, participants learn what the double diamond is and experience the process in a practical project.

DIVERGENT AND CONVERGENT THINKING

The openness to navigate in ambiguity and to find solutions to complex problems depends on maintaining the urgency to reproduce solutions that are already known and to create spaces to have a more complete view of the problems and then make more assertive choices.

RESEARCH TRIANGULATION – EMPATHETIC RESEARCH TECHNIQUES

Design research requires a more complete understanding of people's behaviours and needs to go beyond listening, so we exercise three senses: SEE (ethnographic look), LISTEN (interviews), and FEEL (experimental dive). In the course, you will remotely exercise this triangulation with digital tools.

PERSONAS – TOOLS FOR BUILDING USER BEHAVIOURAL PROFILES

Every design project is centred on the human being, so we work with the concept of the persona: the construction of characters that represent the relevant behavioural profiles for the project or organisation. Every persona is built from data collected in the research.

CREATIVE CONFIDENCE AND IDEATION TECHNIQUES

A process to unlock the creative potential of multidisciplinary teams. The importance of a wide repertoire and the development of practical solutions with intention.

TYPES OF LOW-FIDELITY PROTOTYPES FOR TESTING

Creation of tangible prototypes to learn and test the solutions developed. The types of prototypes that are fast, dirty, and cheap that enable agile learning and iteration.

DESIGN THINKING AND APPLICABILITY IN EVERYDAY BUSINESS

The ways that design thinking is integrated into the business routine. How the mental model of design integrates with agile methods for managing innovative projects.

exercise skills and competences such as

CRITICAL THINKING

Challenge, through questioning, crucial premises for the realisation of something, so that the results are aligned with the intentions and with the best possible result for most of the stakeholders involved.

CREATIVE THINKING

Combine data and facts in an unusual way to generate innovative solutions.

MAKER THINKING

Experiment and make an idea tangible, build to learn, evolve from mistakes.

REMOTE COLLABORATION

Develop communication, listening, collaboration, and network.

ENTREPRENEURIAL ATTITUDE

Go beyond the comfort zone, take chances.

FACILITATION

Balancing individual learning with group learning.

SELF-KNOWLEDGE

Dealing with frustration at different levels.

LEADERSHIP

Self-responsibility, being responsible for one's learning.

in addition to learning how to use tools like

- E.T. technique
- Desk Research
- Affinity diagram
- User Need Insight
- Brainwriting e Brainstorming techniques
- Prioritisation Matrix
- Idea Frame
- Iteration Matrix
- Actors / Stakeholders Map
- CSD Matrix (Certainties, Suppositions and Doubts)
- Empathic Research Roadmap
- Research triangulation
- Redefining the question "How can we ...?"
- Low Fidelity Prototyping
- Testing / Experimentation Techniques

conteúdo do curso

module 1 *Design thinking & innovation*

Learn the essential concepts of design thinking and become familiar with tools to work collaboratively remotely. In this module, you will develop your first project using this approach. An individual and quick project for a first dive into the mindset: it is the time to experience in practice the importance of empathy and experimentation.

module 2 *Understanding complexity*

Learn to question the complex challenges around you using practical and collaborative tools that speed up the visualisation of possibilities. This is the kickoff module of the second project: here the focus is on collaborative construction with multidisciplinary teams. The working group will begin to dive into the context of the challenge and to deconstruct certainties for new learning.

module 3 *Design Research*

From an anthropological approach, we unveil business opportunities based on real human needs. We believe that every challenge has a human factor that generates innovation. Using qualitative research triangulation techniques, we discovered unusual insights for our project.

module 4 *Insights and new points of view*

Learn visual techniques to synthesise the information gathered during design research and create creative and alternative paths for your innovative project. This is the time to create meaning from all the data collected, the time to build the persona that will guide project decisions, and redefine the challenge based on the human factor.

module 5 *Ideation for innovation*

Remote and accelerated techniques for generating ideas for your project. Learn the essential skills to unlock your creativity and innovate in your projects. With a clear intention and a deeper understanding of the problem, the way to a practical and innovative solution is much easier.

module 6 *Prototyping: getting your ideas off the ground*

Learn how to use prototyping as a learning vehicle for your product or service. Quickly put your ideas in the real world and quickly learn how to innovate from people. Here you will learn about different types of prototypes and the group will create a low-fidelity prototype to test the value of your idea.

module 7 *Always BETA: test and iterate*

Learn techniques on how to strategically test every detail of your solution. Details are fundamental elements in this phase that allow the success of your project. Understand the importance of the iterative nature of the design process. In the project, it will be time to test your prototype and, with the lessons learned, iterate your solution.

module 8 *Learn by designing*

Learn how to continue your learning journey about design thinking and how to implement the main concepts in your life. After the final presentation of the projects built along the trail, we embark on the applicability of design in different organisational contexts and we will see how this mindset connects with agile management methods and how it can be applied to your projects.

how does it work?

This is an experience with live classes and remote facilitation, consisting of 8 meetings of up to 3 hours for practical application of design thinking in a project, with instructions and content for further development provided by our Echos Online platform.

ACCESS TO CONTENT

The course consists of inspirational content, experiences, and practical exercises. Support materials and tools are available on the Echos Online platform for 6 months after the end of the course.

GLOBAL ECHOS NETWORK OF INNOVATORS

When you enrol in the course, you will have lifetime access to our global community of innovators, Echos Alumni, through Slack. There you can interact with other participants by learning collaboratively with professionals from the innovation universe around the world.

CERTIFIED

Completing 100% of the course you receive a certificate of completion.

Who is it for?

PROFESSIONALS

those who wish to learn the basic concepts of design thinking and innovation;

those who need to learn a new model of collaborative and remote work;

those who call themselves restless, tirelessly seeking new knowledge and are looking to improve themselves;

those who work in a startup or large company, who want to promote innovation in their business.

COMPANY LEADERS AND STARTUPS

who seek to promote positive changes in culture and adopt a more innovative business model.

INNOVATORS

who wish to innovate and create solutions to the challenges of our new emerging world.

learn more about the team



RICARDO RUFFO - ECHOS GLOBAL CEO & FOUNDER

As an innovation expert and entrepreneur, Ruffo is a founding partner of various initiatives, including Echos, a global innovation lab that aims to create social value through business and innovation.

He is a consultant and speaker on topics such as innovation, entrepreneurship, business design, and growth hacking.

Ricardo is an accomplished specialist having attended the Massachusetts Institute of Technology (MIT) and Berkeley, in the United States, for Entrepreneurship and Innovation studies, as well as the d.school, in Germany, where he studied at the Design Thinking by HPI, and finally Social Innovation at School of Visual Arts, in New York City.



JULIANA PROSERPIO - ECHOS CHIEF DESIGNER OFFICER & FOUNDER

Juliana is the co-founder of Echos, an Innovation Lab, that is the mother company to the School of Design Thinking – a school that puts innovation in practice – and Echos Innovation Projects – a consultancy for service, business and systemic design. Over the last seven years, Juliana has worked to develop an innovation ecosystem in Australia and Brazil to foster the design of desirable futures and design thinking.

She has more than 10.000 hours working closely with clients on facilitation design, leading a diverse range of projects in industries such as healthcare, finance, education, retail, technology and consumer goods.

Juliana speaks on the power of design to create desirable futures. She spoke at events such as the Global Innovation Summit in San Jose, California, TEDxMaua in Sao Paulo, Brazil, What Design Can Do and the Sydney Design Festival. Juliana has been a judge at the first William Drenttel Award for Excellence in Design since 2015.



PAULO ARMI - VISUAL DESIGNER AND DESIGN THINKER

With over 10 years experience as a designer, Paulo has worked on concept, direction and design of products and services across digital, print and emerging technologies.

Specialised in creative leadership, he has always applied human-centred methods for creative problem solving and innovation, and has a strong background in consumer behaviour as well as entrepreneurship.

Paulo likes to combine conceptual and executional excellence in his projects and works extremely well with teams.

Interests: Startup, Entrepreneurship, Innovation, Agile, Empathy, Emotional Intelligence, Creative Process, and Human Behaviour.



DANIEL IERACI - SERVICE DESIGNER & FACILITATOR

Daniel is a Human Centred Designer and Facilitator. He has spent the last decade working on innovation projects for a range of organisations through a variety of agencies, and most recently worked on the Google News Initiative's Design Accelerator program across the APAC region.

Daniel has trained and worked alongside numerous teams from different organisations throughout the GNI DA program helping them not only gain a deep understanding of design thinking and innovation, but also assisting them to define clearer objectives and valuable outcomes for their audiences through human centred design. Daniel has studied at such institutions as Swinburne University of Technology and Academy Xi and worked across Melbourne, London, Rome, New York, San Francisco and Sydney.

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who we work with



Echos is an independent innovation laboratory guided by design

brazil
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portugal

Echos is an independent and design-oriented global laboratory of innovation. Since 2011, we have developed learning experiences for individuals and corporations and we offer project consultancy services, driving innovation, solving complex business challenges, and intentionally leading the construction of futures.

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