

# Design Thinking

## PRACTITIONERS COURSE

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**Enterprise Design Thinking is a framework that aligns multi-disciplinary teams around the real needs of their users.**

When teams apply these scalable methods, they're able to move faster and deliver differentiated outcomes over and over again.

Successful design thinking teams operate as an ecosystem of different people with unique skills and responsibilities, working together to deliver human-centered experiences.

IBM Global University Programs



## About this course

This explores the topics and skills required to gain practice in the successful application of design thinking techniques to address key industry problems.

**Design Thinking Practitioners** – Acquire knowledge of applying design thinking and its value. A practitioner finds opportunities to use design thinking methods in their every day work.


### Audience

Individuals with an active interest in learning and applying design thinking methods.

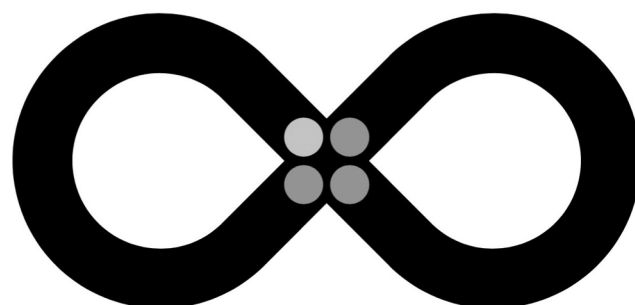
Prerequisite skills for this course:

- *No prerequisites*

### Journey

 75 hours

- **30% Concepts**  
Expanding the knowledge and understanding of the topic through lecture training and examples.
- **70% Group Work Activities**  
Experiential learning of the methods to solidify the topics covered in the lectures.



**Observe**

**Reflect**

**Make**

### Objectives

- Understand what came before Design Thinking and how it built upon previous approaches
- See how design thinking is introduced in an organization and understand the transformation
- Get an overview of the whole approach to design thinking
- Learn 7 key habits of effective design thinkers
- Understand the importance of iteration
- Learn how to observe, reflect, & make
- Understand the importance of user research
- Appreciate empathy through listening
- Learn Ideation, Storyboarding, & Prototyping
- Understand user feedback and the Loop
- Learn the different types of user feedback
- Understand the challenges of teaching EDT and learn valuable hints and tips
- Understand the domains that are applicable
- Learn about digital versus physical
- Explore some technology specializations

Design thinking unifies everyone around a very clear approach. One that is oriented around the customer as opposed to different people's objectives.

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