

Workshop

Design Thinking

Our Design Thinking workshops utilize design thinking principles to clarify and approach business challenges with outside-the-box thinking, giving you fresh tools to tackle problem-solving. We end with our analysis and recommendations for next steps.

What It Is

The workshop is collaborative and hands on, and works best with groups of no more than 10 business stakeholders.

In advance of the workshop, we ask you for a few things:

01 Names of all participants (add roles & responsibilities)

02 Complete a brief survey (all participants)

03 Share the business problem we are going to workshop

How It Works

We'll go through a series of activities and exercises that help to establish the scenario for your business stakeholders, users, and your technical team—including any potential blockers or dependencies.

The workshop is generally 1-2 days, depending on the complexity of the problem and overall scenario. It's broken up into a few sessions throughout the day with breaks in between.

This is not a seminar, so please be prepared to participate actively!

What We Offer

At the end, we generate a value statement for your product and/or service, as well as following assets:

- | Stakeholder Map
- | User Proto Personas
- | Technical Considerations
- | Success Metrics & KPI's (Recommendations & Next Steps)