

An Introduction to Design Thinking

Innovative and desirable products, services, and processes are not easily generated and this is especially true if you are new to the world of design. Software AG is pleased to present a two day, hands-on course designed to assist customers and partners as they look to find new creative design solutions with the goal of increasing user adoption rates and overall user engagement.

Through real-world examples, exercises, and case studies, students will explore the newest and best practices in design thinking, applied creativity, and strategic innovation and planning. Attendees will be able to connect with their own creativity to generate original ideas and to convert those ideas into innovative products, services, and strategies.

Objectives:

At the end of this course, students will gain:

- A general understanding of the Design Thinking approach and its phases
- The ability to apply Design Thinking to their current product development projects

Audience:

- Product Manager
- Project/IT Manager
- Developer
- Consultant

Prerequisites:

- No pre-existing skills are required

Content:

- Design Thinking, what is it and what is it used for?
- Developing a Design Thinking mind-set

Methods:

- Lecture, presentation
- Group Exercises

Duration: 2 days