

Design Thinking for Disruptive Innovation

Considering today's conjecture, adapting to the changes in the world is becoming more and more vital. The purpose of Design Thinking for Disruptive Innovation is to help develop thinking skills to produce multiple, unusual, and user-centered solutions in problem-solving processes.

Within the scope of the course, approaches for the discovery and analysis of problems, tips for idea generation processes, and acclaimed methods for idea presentation will be explained. During the course, important issues for conducting group work will also be introduced.

In our online interactive training with the Zoom platform, students will work with an enjoyable atmosphere supported with music that will last three half days.

At the end of the course, students will

- Develop the mindset that places users at the center to drive innovation,
- Discover the unusual needs of the users through various design thinking techniques,
- Learn how to experiment with their assumptions to minimize risks,
- Quickly express ideas with visual representations in an effective way,
- Apply design thinking to many domains such as products, services, and systems.

Supplementary readings, ranging from academic papers to case studies, will be provided. Students are expected to read each day's documents prior to class (reading time approx. 1,5 hours).

The course will be conducted for 4 days and each class will last for 3,5 hours. In every 40 minutes, we will have 10-minute breaks. The starting time of the classes is planned as 1:00pm İstanbul time. Depending on the location of the majority of participants, the starting time is subject to change.

Work Plan

Day 1

- Introduction to design thinking
- Defining the problem
- Analyzing the case: Points to be considered while forming a design thinking team and tips for the problem identification phase
- Forming the research question
- Analyzing the case: Methods for creating different types of research questions

Day 2

- Preparing user research
- Analyzing the case: Common challenges and suggestions for user research processes
- Analyzing user data
- Visualization techniques
- Analyzing the case: Ways to create the visual outputs of the user data and its key points

Day 3

- Generating ideas
- Analyzing the case: Tactics to kick start and prolong brainstorming sessions in groups
- Choosing and refining ideas
- Prototyping ideas
- Analyzing the case: Tips to refine ideas and considerations for creating understandable prototypes

Day 4

- Introduction to prominent online collaborative tools for design thinking practice
- Online design thinking practice session: Fundamentals of group work using the Miro platform
- Tips to achieve productive online design thinking sessions