KOÇ ÜNİVERSİTESİ
GRADUATE SCHOOL
OF BUSINESS

GLOBAL NETWORK WEEK
OCTOBER 2021

DESIGN THINKING FOR DISRUPTIVE INNOVATION

18 October 2021	19 October 2021	20 October 2021	21 October 2021	
1:00pm-4:30pm	**1:00pm-4:30pm**	**1:00pm-4:30pm**	**1:00pm-4:30pm**	
1:00pm-2:00pm **Introduction to Design Thinking** *History of DT; Different DT methods; Success and failure stories*	1:00pm-2:30pm **Preparing User Research** **Analyzing the case:** *Common challenges and suggestions for user research processes*	1:00pm-2:30pm **Generating Ideas** **Analyzing the case:** Tactics to kick start and prolong brainstorming sessions in groups	1:00pm- 1:45pm **Introduction to prominent online collaborative tools for design thinking practice**	
2:00pm-3:30pm **Identifying the Problem** **Analyzing the case:** *Points to be considered while forming a design thinking team and tips for the problem identification phase*	2:30pm-4:30pm **Analyzing User Data & Visualization Techniques** **Analyzing the case:** *Ways to create the visual outputs of the user data and its key points*	2:30pm-4:30pm **Prototyping and Refining ideas** **Analyzing the case:** *Tips to refine ideas and considerations for creating understandable prototypes*	1:45pm-3:30pm **Online design thinking practice session**: Fundamentals of group work using the Miro platform	
3:30pm-4:30pm **Forming the Research Question** **Analyzing the case:** *Methods for creating different types of research questions*			3:30pm-4:30pm **Tips to achieve productive online design thinking sessions** & suggestions for future DT practices	