Design Thinking Crash Course

Skills, Mindsets & How to Apply the Approach to Creating Solutions for Most Challenging Problems

November 25-26 *(12 hours)*

Designed and delivered by 2 CCXP's!

Seda Alpkaya, CCXP

Founder, Voxal Consulting
Customer Focused Product and Service
Design Master Certificate, Cornell University

Gökhan Kara, CCXP

Global CX Thought Leader
& Influencer

CCXP CERTIFIED CUSTOMER EXPERIENCE PROFESSIONAL

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For Details and Registration:
https://www.voxal.co.uk

COURSE OVERVIEW

Purpose

There are 3 main purposes of this course:

- To introduce you with design thinking methodology and to help you understand problems from a 'human-centric' perspective
- Help you learn how to apply design thinking mindset to products, services, experiences and to your business
- Deepen and broaden your design thinking know-how

Who Should Attend?

If one of these applies to you, this is just for you:

- You want to foster your creativity - you believe that everyone is creative in essence and creativity is a way of understanding the world
- You crave to learn new ways of thinking & doing business
- You want to master design thinking with 2 CCXPs, one of which has a Master Certificate on Customer Focused Product and Service Design from Cornell University

	Channel	Live, online with 2 Instructors
	Duration	2 days - 12 hrs
	Structure	3 Modules
	Exercises	4 In-class activity (Using design thinking toolkit)
	Certificate	Certification of Completion
	International Identities of the Trainers	CCXP (Certified Customer Experience Professional)
	Course Opening	IAN GOLDING

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AREAS COVERED

☑ Accelerated learning on understanding problems and creating solutions from a 'human-centric' perspective:

❑ What is Design Thinking

❑ How it Differs from Other Process Improvement Methods

❑ Design Thinking Mindsets

❑ The Design Process: Its Phases & Tools

❑ Experience Design: How to apply design thinking mindset to products, services, experiences and to businesses

☑ Design Thinking Tools and Methods

☑ Inspirational Examples

☑ In-class Activities

☑ Recommended Resources to Deepen your Knowledge on Design Thinking

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SYLLABUS

Introduction to Design Thinking:

Design thinking is a solution-focused and action-oriented mindset; which doesn't only focus on solving business problems but also tackling the most challenging problems of the world:

i.   Its Origin

ii. The Design Process

iii. What can it be used for?

iv. Difference from Other Process Improvement Methods (Lean, Agile, Kaizen etc)

v.   Creativity (How we lose it over time and how to re-gain it)

Mindsets:

A collection of design thinking mindsets from leaders like IDEO, Stanford d.school, and PDMA:

i.   Human Centricity

ii.   Empathy

iii. Optimism

iv.   Collaboration

v.   Learning from Failure

vi.   Embrace Ambiguity

vii. Iteration

viii. Creative Confidence

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The Design Process: Phases & Tools:

Design thinking is a non-linear, iterative process involving certain phases - which are always used to understand the 'human', challenge assumptions, re-define problems and create innovative solutions for prototyping and testing:

INSPIRATION   IDEATION   IMPLEMENTATION

EMPHASIZE   DEFINE   IDEATE   PROTOTYPE   TEST
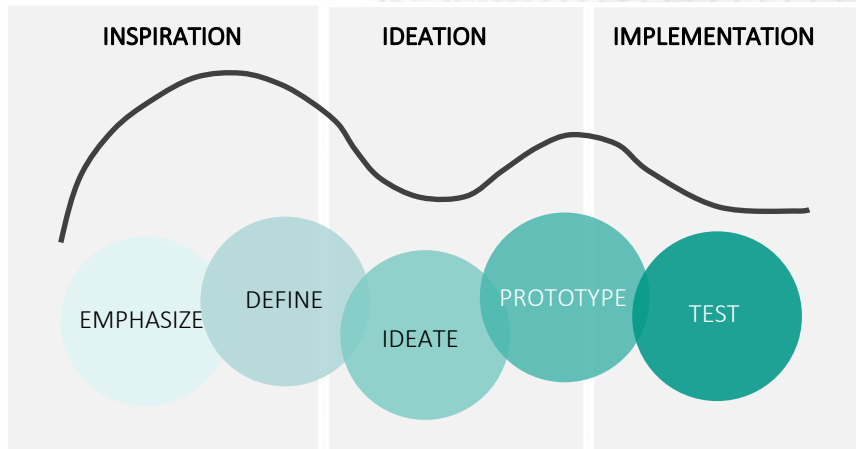
Experience Design:

Design shows the difference between a symphony orchestra performance versus a garage band jam session☺ Implementing design thinking practices and approaches continuously improves and differentiates products, services, experiences, lives – also your business. The critical point is 'Planned' vs 'Random' experiences:

- Embedding design thinking methodology into experience design process to foster collaboration, co-creation, and creativity
- Using customer insights to define and prioritize MoTs and opportunities for improvement
- Identifying interdependencies across people, processes and technology that impact experience design
- Conducting gap analysis and prioritizing action plans, driving action and execution of key CX improvements

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INSTRUCTORS

Seda Alpkaya, CCXP - Founder

- Certified Customer Experience Professional (CCXP)

- Founder, Voxal Consulting UK

- CX leader with company-wide responsibilities for significant results for over 20 years

- Customer Focused Product & Service Design and Project Leadership Master Certificate, Cornell University

- Companies she led the experience team; Philip Morris Turkey, Turkcell, EWE AG Millenicom, Koç Group

- Publications: "User Experience Transformation in Telco Companies: Turkcell Case, Design, User Experience, and Usability. Web, Mobile, and Product Design, 2013

PHILIP MORRIS INTERNATIONAL

EWE   TURKCELL

Koç

INSTRUCTORS

Gökhan Kara, CCXP – Senior Advisor

- First Certified Customer Experience Professional (CCXP) in Turkey

- CXPA Board Member

- Founder and Leader of CXPA Network of Turkey

- The only Turkish professional (CX Impact Awards – 2019, Global CX Thought Leader- 2020) awarded internationally and seen as a Thought Leader.

- The only Turkish Chair of Judges at International Customer Experience Awards

- Chairman of the first global customer experience awards of Turkey- "Turkey CX Awards- 2021"

- Part-time lecturer at MEF University

- 10+ years' experience of CX management at 3 different sectors

REFERENCES
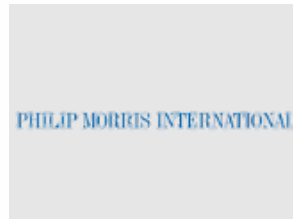
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