



DESIGN THINKING & FRAMING

TRAINING COURSE

COURSE SUMMARY

In this 2-day workshop, you will learn and use design thinking and product discovery tools to help teams discover, deliver, and continuously learn and improve their product. All exercises are hands-on and done in small groups. During the training, you will use:

- Product framing, design targets, and OKRs to drive product alignment and meaning
- Delta Next, Just-right prototyping, User interviewing techniques
- Story mapping and user journeys to explore options, dependencies, and validate decisions
- Annotations to drive product language within and across teams
- Leveraging continual product discovery as part of product development

WHO SHOULD ATTEND

Product Owners, Product Managers, Business Analysts, User Experience roles are most typically in this class though anyone on the discovery as well as the delivery (build, test, deploy) would benefit.

COURSE OUTLINE

- Design thinking overview
- Starting framing
- Exploring problems
- Creating user empathy
- Story mapping
- Incorporating feedback and exploring dependencies
- Using slices to narrow focus & prototyping
- Real-life test

KEY LEARNING OUTCOMES:

At the end of this course, participants will learn:

- Lean Product Discovery with product framing, design targets, and story mapping
- Research techniques including 'right-fidelity' prototyping and user interviews
- Product validation with experience tests; Delta Next to visualize assumptions
- Driving product language within and across teams
- Blending discovery with delivery to drive continuous product learning

COURSE DETAILS

- 2-day workshop delivered at your facility
- Designed to be delivered for up to 30 participants

Vitality Chicago Inc. – We Help Teams THRIVE and Organizations TRANSFORM