# Design thinking

## Prof. Wendy Angst

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

### As the challenges facing society and businesses grow more complex, and as stakeholders grow more diverse, organizations are increasingly seeking innovative ways to connect with their customers/users while creating sustainable value. Design thinking has emerged as a method for organizations to drive innovation in a collaborative and user-centered way. Upon completion of this course you will be able to apply human centered techniques using the design thinking methodology to “wicked problems” and recommend a solution grounded in user research.

### Learning outcomes are as follows:

### · Understand and apply Design Thinking methodologies

### · Conduct and analyze ethnographic research

### · Deeply understand the needs of another

### · Ideate and prototype tangible manifestations of ideas

### · Translate broadly defined opportunities into actionable innovation possibilities

### **COURSE CONTENT**

### In this semester we will apply the course frameworks and methodologies grounded in human-centered-design to reimagine the future of the art industry. This course is experiential. Project work will be applied as we grapple with challenges facing the art industry. You will work in teams to apply the course methodologies to better understand the challenges and opportunities that exist, and to create and test innovative solutions. The impact this class is expected to have on you is as follows:

### 1. Understand the role of empathy in problem identification and problem solving

### 2. Employ a creative and innovation approach to identifying solutions

### 3. Increased confidence in working virtually and managing projects

### 4. Concrete success metrics to further your personal qualifications

### 5. Gratitude for your talents and the ability to serve others

### **READING LIST**

### We will use a mix of articles, book chapters, and cases. Wherever possible, I will make these available to you in our class Google Drive. The course pack, available through Harvard Business Review, includes required articles and cases.

* Google Drive: Teams will maintain a Google Folder within Google Drive named by team name. Articles and frameworks will also be available here.
* Harvard Business Review Course Pack
* Text: *Designing for Growth*, Ogilve & Leidtka

### **TEACHING METHOD**

### This course is experiential. Project work will be applied as we grapple with challenges facing the art industry. You will work in teams to apply the course methodologies to better understand the challenges and opportunities that exist, and to create and test innovative solutions. The course moves quickly and it is expected that you participate fully both in the classroom and in your teams. This course will use a variety of pedagogical approaches. You can expect:

### · Brief lectures to provide structured introductions to key concepts

### · Assigned readings and videos to deepen and/or enhance your understanding

### · Interactive and inclusive class discussions (your participation is expected)

### · Guest lectures from subject matter experts and knowledgeable practitioners

### · Individual & group assignments to demonstrate your command of the subject matter

### **ASSESSMENT METHOD AND CRITERIA**

### The semester project will provide a context for all class work, as you cannot learn to use innovation and design by hearing about it, but must be actively involved in doing it. Students will work in teams on a project designed to facilitate learning the fundamentals of human-centered innovation and design. The project will be evaluated by:

### • Quality, thoughtfulness and timeliness of work

### • Effort in applying the course methodologies

### • Thoroughness of research – primary and secondary

### • The creation of an innovative solution to the client’s problem

### • Midpoint presentation highlighting teams work to date

### • Final project presentation and deliverables

### **Assignments (35%)**

### Individual assignments will contribute to the success of your team’s recommendation and give you the opportunity to hone your design thinking skills. Aside from assigned deliverables, assignments include in- class assignments, and demonstrated understanding and application of assigned readings, cases, and videos.

### Submissions will be evaluated based on:

### • Quality and thoughtfulness of deliverables

### • Thoroughness of submissions

### • Timeliness of submissions

### **Peer Evaluation (10%)**

### Due to the demanding nature of live client project work, fair and equitable contributions to your team are essential. Your peer evaluation score will be calculated based on feedback from teammates. Basic requirements include:

### • Participate fully in all team activities, including team meetings

### • Be respectful of others at all times

### • Meet deadlines

### • Accept feedback

### • Communicate clearly

### • Deliver quality work

### **Classroom Participation (10%)**

### This course is comprised of lectures, discussion, exercises and in-class project work centered on a client project. It is essential for your learning, and the learning of your team, that you participate and prepare for all classes. If for some reason you are not able to attend class, please notify me as soon as possible. Unexcused absences will affect your classroom participation grade. Participation will be measured by:

### • Attendance, as well as arriving and departing on time

### • Presence as an active listener

### • Positivity, specifically in building on others’ contributions

### • Effectively utilizing the time during team workshops and in-class exercises

### • Not using technology class, unless assigned

### **NOTES AND PREREQUISITES**

*Office hours*

I am available to meet directly before or after class times, or email me at *wangst@nd.edu to schedule.*