Empathize and Prototype: A Hands On Dive into the Key Tools of Design Thinking – XINE214

Syllabus

Course Description
Move beyond theory and dive into hands-on practice in the art of innovation. Tackle innovation challenges from start to finish and gain an in-depth understanding of these key tenets of design thinking and how to incorporate them into your work. Empathize with your customer, synthesize your learnings, and rapidly prototype and test your new ideas. Master techniques for gaining empathy with customers and immediately put them to use in a series of hands on exercises that guide you from synthesis to prototyping and testing.

Course Topics

Empathy
_Perry Klebahn and Jeremy Utley_
Learn Empathy techniques and principles beside two students as we do a real project for a real business. This session’s goal is to give you a clear set of empathy tools to uncover consumer needs and insights that can drive great innovations in your work.

Link:
Juntos: http://www.ahorrandojuntos.com/

Assignments:
1. Interview review
2. Do empathy in the field

Define
_Perry Klebahn and Jeremy Utley featuring an interview with Dania Duke, General Manager, Hyatt Regency Santa Clara_
Watch two students work through analyzing their empathy work and formulating a new, user driven problem statement (Point of View). The Goal of this session is to teach you a clear process and set of techniques to synthesize the quantitative and qualitative empathy work into a clear problem statement to drive your design work.

Links:
Embrace: http://embraceglobal.org/
Embrace Video: http://Vimeo.com/11283910

Assignments:
1. Defining needs
2. Build your own empathy map and point of view
3. Launching your own project (optional)

Prototype
_Perry Klebahn and Jeremy Utley_
Learn to use rapid experimentation techniques to quickly visualize and bring your ideas to life, generate options, and increase the learning for your team at the start of projects.
Link:
Tom Wujec TED Talk: http://www.ted.com/talks/tom_wujec_build_a_tower.html

Assignments:
1. Building a tea caddy
2. Ted talk and “Solving the wrong problem”
3. Assumptions: Building the briefcase of the future
4. Evaluate your prototyping experience

Testing
Perry Klebahn and Jeremy Utley
Learn the techniques and attitude for rapid and rough user testing. Learn to test ideas that are not fully resolved to increase your team’s learning early and vet concepts for feedback before they become too expensive to change.

Assignments:
1. Unconstructive behaviors when testing with a user
2. Constructive behaviors when testing with a user
3. Reflect on your user test
4. Engage another user (optional)
5. Final reflections

Course Requirements
Please watch all course videos and complete all course assignments. Successful completion of the assignments, final examination and course evaluation are required to complete this course. The exam consists of multiple choice questions and is done online- a link to the exam will unlock within the “Final Steps” section of the learning platform after you have completed all of the other course activities.

A score of 90% is required to successfully pass the exam. Once you have passed the examination and completed the evaluation a digital record of completion will be emailed to you.

Assignments
Each assignment will be submitted via the course assignment submission area. To successfully complete each assignment you will need to follow all instructions. Upon completing an assignment you will be given access to the discussion of the answers to that specific assignment. You will be receiving instructor feedback on some of your submitted assignments. Feedback on those assignments will be given within 3-5 business days.

Upon submission of all assignments, you will be given access to the course exam through the “Final Steps” section of the learning platform.

Any questions related to the assignments should be sent to ask-the-professor-innovation@lists.stanford.edu. Be sure to include your name, the course number, and assignment name along with your questions.

Course Materials
All course materials are provided within the course’s learning platform. These include the course videos, assignment instructions, and other course handouts.

Questions
For content-related questions, please contact ask-the-professor-innovation@lists.stanford.edu. Be sure to include your name, the course you are taking and your questions.

For questions relating to course materials, billing, testing, general program information, etc., please contact SCPD Student Services at stanford-innovation@stanford.edu or 650-223-1507. Available 8:30am-4:30pm PST, M-F.