Why Design Thinking

As technology continues to change how people interact, we can learn from digital social behaviour to design creative organisations. The way we work together directly impacts what we produce and therefore how we resonate with others.

The nature of organisational systems is evolving, from hierarchical models rooted in assembly line Industrial Age, to emergent ones found in the natural world accelerated by the Internet. In a hierarchical model, leaders articulate an outcome, assemble a team and direct it toward that predetermined goal. In an emergent model, leaders inspire people from different disciplines to co-create unimagined outcomes in the space between their expertise.

Predetermined outcomes more likely lead to incremental advances in traditional products or services. Unimagined outcomes, by definition, can lead to a redefining of the ecosystem.

Design Thinking Builds the Following Skills

- Navigate ambiguity
- Learn from others (People & Contexts)
- Synthesize information
- Experiment rapidly
- Move between concrete and abstract
- Build & craft intentionally
- Communicate deliberately
- Design your work

www.dukece.com/africa
For more information email: OpenProgrammes@dukece.com
OPEN & WELCOME TO DAY 1

Introduction to Design Thinking

Field Work with Innovational Entrepreneurs
Innovational entrepreneurs is value creation, creative agency, that specialises in conceptualising concepts, they also create access to the township market to big business and access to big business for the township market. Participants will live through the stories of start ups in the township and how they utilise creativity and innovation in their organisations.

Worktime: Your Mission, Understand Phase
The define mode unpacks and synthesizes your empathy findings into compelling needs and insights, in order to scope a specific and meaningful challenge.

Stakeholder Map and Customer Journey. User Needs Insights

Create Phase
Brainstorming guidelines and mapping the solution. Create is the mode in which you focus on idea generation. Mentally, it represents a process of “going wide” in terms of concepts and outcomes.

Reflection and Debrief

WORKSHOP CONCLUDES

OPEN & REFLECT TO DAY 2

Build Phase.
User flow. A prototype can be anything that takes a physical form, such as a role-playing activity, a space, an object, an interface or a storyboard. Teams create a prototype and receive feedback.

Test Phase.
User Testing. Testing is the chance to refine your solutions and make them better. The test mode is another iterative mode in which you place low-resolution artifacts in the appropriate context for the user’s life.

Sell Phase.
Rules for pitching. Produce a pitch. Lean canvas.

Reflect and Debrief

Workshop Concludes