



SUMMER
SCHOOL *professional*



Design Thinking for Business Transformation

TECHNICAL FILE

Summer Design Thinking for Business Transformation – 5th edition

Credits: 5.

- The educational planning of all IED Master courses is based on the criteria set by the **European Higher Education Area (EHEA)**.
- IED Master employs a system of credits that follows the structure of the **European Credit Transfer and Accumulation System (ECTS)**.
- IED Master issues its own exclusively private degrees.

Language: English.

- A TOEFL 550 or IELTS 6.5 level of language knowledge or equivalent is required for those students whose mother tongue is not English.
- Some classes and/or lectures may be given by international guests and in these cases the working language will be English or Spanish. There is also the chance that additional educational material or recommended activities will be provided in English and/or Spanish.

Unlocking IED Barcelona, welcome activity for international students: June 28th 2019 (optional attendance).

Duration: 1st to 5th July 2019.

Timetable: Monday to Friday from 9.30 am to 1.30 pm and from 3 pm to 7 pm.

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

PRESENTATION

Design Thinking for Business Transformation are concepts that have tremendous impact in today's business strategy. They are the ingredients that spur new growth opportunities, optimize business processes and create strong connections with customers.

We see these words everywhere we look today. But what do they really define? Are they real? Do they have any real impact on business or are they just a series of trendy words slapped on company slogans, advertisements, and annual reports?

Design Thinking is a human-centric group of work processes and frameworks that help identify, develop and deliver on these concepts creatively and efficiently.

Real innovation delivers real results. Results in introducing new product-service experiences to create value in a business, in understanding the changing customer expectations or in expanding existing markets. In essence, developing meaningful design solutions through a design thinking approach, co-created with all stakeholders, results in business transformation.

This course is designed for the professional who is looking to better define, shape and implement innovative strategies in their respective ecosystems and deliver higher value to their businesses.

GENERAL COURSE OBJECTIVES

- Gain better insights on existing/future customers.
- Understand customer needs/problems and wants/emotions.
- Enhance company value by identifying and acting on new opportunities efficiently.
- How to lead teams through the creative process.
- Distinguish between experience phase and implementation phase.
- Prototype fast to clarify concepts and get valued feedback.
- Validate and sell the ultimate story to stakeholders.

IED MASTER BARCELONA METHODOLOGY

The IED Master philosophy is built upon design culture, using a methodology based on learning by doing and applying various creative and innovation process methods through project-based learning.

The IED Master training programme is set within a multicultural and multidisciplinary context and combines theoretical-technical specialisation with theoretical content and practice during the completion of projects.

The learning process involves an educational team of practicing professionals from the fields of business, design and communication.

SPECIFIC COURSE METHODOLOGY

This intensive course is built as an experiential learning incubator: each day starts with an intensive workshop on the day's exploration topic that allows the participant to get a deeper understanding of Design Thinking methods by relating those key-concepts and tools to that experience. The structure of the entire workshop itself is built on the divergence/convergence principal.

STUDENT PROFILE

This Professional Summer Course is designed for professionals working in Sales, Human Resources, Innovation, R+I+D, Marketing, Communications, Business Development, Design and Management departments willing to work at a strategic level.

CAREER OPPORTUNITIES

Depending on each student's profile and prior experience, possible career positions on graduation include:

- Freelancers as consultants.
- Work in multidisciplinary teams.

SKILLS ACQUIRED

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

IED MASTER BARCELONA GENERAL SKILLS

- Research skills.
- Teamwork skills.
- Creative entrepreneurial and leadership skills.
- Management skills.
- Communication skills.
- Ethical, social and sustainable commitment skills.

SPECIFIC COURSE SKILLS

- Imbed the notion of action / reflection / learning, when facing challenges in a project as well as in work processes.
- Gain an experiential understanding of design thinking concepts, tools and methodologies.
- Be able to apply these concepts in various contexts.
- Redefine / frame problems and needs.
- Identify design and business opportunities through an holistic view.
- Implement the design thinking concepts to create a viable product or service.
- Identify, understand and transmit your findings to appropriate stakeholders.

PROGRAM

	DESIGN THINKING PROCESS	CUSTOMER VALUE	THE OPPORTUNITY	PROTOTYPING	VALIDATING AND STORYTELLING
	July 1st	July 2nd	July 3rd	July 4th	July 5th
9.30 am	OPENING WORKSHOP	OPENING WORKSHOP	OPENING WORKSHOP	OPENING WORKSHOP	OPENING WORKSHOP
10.45 am	REFLEXION ON WORKSHOP	REFLEXION ON WORKSHOP	REFLEXION ON WORKSHOP	REFLEXION ON WORKSHOP	REFLEXION ON WORKSHOP
11.30 am	DESIGN THINKING PROCESS	CO-CREATING VALUE	MODELING YOUR STRATEGY	PROTOTYPING	VALIDATION
1.30 pm	break	break	break	break	break
3 pm	DISCOVERY/ PROBLEM DEFINITION	MAPPING USER JOURNEYS	DECISION MAKING	IMPLEMENTATION	STORYTELLING
5.30 pm					
6.15 pm 7.15 pm	INDUSTRY VISIT		INDUSTRY VISIT	INDUSTRY VISIT	CLOSING

THE DESIGN THINKING PROCESS

The Design Thinking Process

A lecture on the basics of Design Thinking, its core principals, key concepts and application usage throughout various industries. There will be an overview of the main tools and framework, as well as of the overall process.

Discovery & Problem Definition

At the base of any product or service, there is a user with a problem/need. This session will focus around discovering who that customer can be, and re-defining the problem through divergent and convergent thinking methodologies such as the Basadur approach.

CUSTOMER VALUE

Co-creating value

Human-centered design innovation approach to generate and validate ideas with the people that we want to serve through design. Getting to know people, their context of activity, needs, drivers and barriers towards a design offering is one core activity for successful innovation.

Mapping the User Journey

User journey mapping is a powerful technique to describe a sequence of use of a service from the user’s perspective. It helps define the interaction between the user and the service provider, analyzing and identifying the touch points and artifacts that create value for both of them. Artifacts are all tangible elements that enable the desired interaction (space, channels, objects, signs, speech, website, mobile app).

THE OPPORTUNITY

Modelling Your Strategy

In order to begin refocusing the data and ideas into a coherent product or service, we need to identify and map out the success metrics, objectives and goals related to our exploration and how it fits into our overall strategy.

Decision Making

Once the data and ideas are in, we need to start thinking about organizing and filtering these ideas. In this section, we will explore methods and techniques such as telescoping that will allow use to focus the debate, and filter the most relevant ideas from the haystack.

PROTOTYPING

Prototyping

In this session, we will work on quick and effective prototypes with frameworks such as the Minimum Viable Products and Lean Design Prototyping, in order to test and refine the concept, the value proposition, the customer experience and the commercialization.

Implementation

Testing and implementing the prototype into its wider context, we will introduce business modeling tools such as the Business Model Canvas, Lean Model Canvas and Blue Ocean Strategy Model.

VALIDATING AND STORYTELLING

Validation

We will explore tools and techniques to validate the product/service before it is more widely launched so as to evaluate and rectify any erroneous assumptions. Also, we will see how to evaluate whether this product or service adds economic value and if is aligned with the overall objectives of the organization from which it was born.

Storytelling

As a final step, we will discuss and review different tools and philosophies that can guide us tell the story to different stakeholders. Different stakeholder will have different views (ex investor vs end-user vs buyer), and so a well thought-out strategy on how to approach each one of these is crucial.

Please bear in mind that the management board of the Istituto Europeo di Design reserves the right to change the curriculum in accordance with any requirements that may arise as regards its educational objectives.

COORDINATOR

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with the Master Area Academic Department. The course coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

MERCÈ GRAELL

MFA in Design Education from The Ohio State University and Bachelor's degree in Industrial Technical Engineering from the Universidad Politècnica de Catalunya. Chair of Columbus College of Art & Design Master of Design in Integrative Design program and before was Strategic Design Director for the prestigious firm Designit.IED. A pioneer of co-creation in Spain. Received the best paper award in the 2016 of Engineering and Product Design Education Conference.

NICOLAS-EMMANUEL LEBLANC

With a background in both entrepreneurship and arts, his interests have been focused around the creative process and its applications. In Canada he was founder of a digital media company, as well as part of the board of directors of a startup incubator and adviser for the member companies. He is currently an independent business consultant in Barcelona where he has taught workshops business modeling, customer development, finance for startups, and presentation skills in Barcelona Activa, Barcelona Centre for Design, the IED as well as various corporate clients. Previously, he worked for Alcatel Mobile Phones in Paris, and later as a freelance advertising music producer in Paris, New York and Mexico.

TEACHING STAFF

The teaching staff comprises sector professionals from various leading fields, including:

ARIEL GUERSENZVAIG

PhD in design theory from the University of Southampton and a Degree in Publishing from the Hogeschool van Amsterdam, he works as an independent design consultant directing projects for non-profit institutions. He regularly gives talks and publishes articles about design theory and methodology, service design and user-experience design. He is a proficient surfer.

CRISTINA COSTA

With background studies in business and marketing at Esade Business School, and a professional experience in strategy, business innovation and service design consulting at Loop Business Innovation, Fjord, The Node Company and Accenture, Cristina has been working in creative environments and multidisciplinary teams making use of traditional management methodologies as well as more creative ones. She has participated in more than 30 projects of strategy and innovation covering different company needs: from new business opportunity identification, to the co-creation and design of products, services and experiences, their development and market launch. Besides her professional experience, she currently collaborates with Esade in Design Thinking, Design Management and Entrepreneurship courses.

CRISTINA BUSTILLO

Customer Experience Strategist for Service Innovation, Chief experience office in Barcelona Children's Hospital (Sant Joan de Deu). Barcelona Director to Designit. Designit is a strategic design firm founded 20 years ago in Denmark, with 300 professionals working out of 15 offices in 11 countries that helps ambitious companies make innovation happen.

ITZIAR POBES

Service Design and Project Brain. Co-founder of We Question Our Project, she works mainly with local and regional governments in service projects with a digital twist. She is passionate about co-creation and service prototyping as means to question the projects boundaries and assumptions by involving citizens and front-line workers. MBA in Service Innovation and Design at Laurea University of Applied Sciences in Finland and Postgraduate Degree in Design Thinking and Innovation. Before going deeper into service design, she used to work in the fields of User Experience and Interaction Design for about a decade.

www.linkedin.com/in/itziarpobes/

RELATED COURSES

Summer Design Thinking and Co- Creation.
Postgraduate Trends Research.
Postgraduate Design for Innovation Strategy.
RSP Design Management.

GENERAL ENTRY REQUIREMENTS

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Scanned copy of DNI (Spanish students) or passport (foreign students).
- Scanned copy of university degree (bachelor's, degree or equivalent).
- Professional experience related to the course area/subject.
- Letter of motivation in the language of the course.
- CV in the language of the course specifying languages level and IT skills.
- Advanced knowledge of Spanish or English as appropriate. Courses in English require an intermediate level, corresponding to TOEFL 550 or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative courses or admission exercise if required.

Students with a university degree can be admitted into the programmes, while those without may be admitted into specific programmes on the basis of their professional merits. In the latter case, it will be at the discretion of IED Barcelona to determine what type of certification will be obtained.

Students must complete the course satisfactorily in terms of knowledge and show an attendance of more than 80% to obtain the Diploma.

ADDITIONAL COSTS

All additional costs will be paid by the student (project specific material, cardboard, printing...).

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SUM- MER

COURSES

Innovation and Future Thinking
Design Thinking for Business Transformation
Design Thinking and Co-Creation
Service Design for Innovation
Future Materials in Fashion: Lifestyle, Trends and Design
Fashion Product Management
Moda Sostenible

Diseño de Interiores Comerciales: Gastronomía y Retail
Rural Design
Packaging Design
Diseño de Mobiliario
Diseño de Producto Deportivo
Beachwear Design
Estampación de Moda
Fashion Trends Investigation

Decoración y Estilismo de Interiores
Global Design
Diseño Gráfico
Creative Illustration
Social Media Management
Diseño de Joyas
Experimental Jewellery Design
Marketing de la Moda
Visual Merchandising
Asesoría de Imagen y Personal Shopper
Fashion Styling
Fotografía de Moda
Graphic Design for Brand
Fashion Design Research

Global Design Junior
Diseño de Moda Junior
Fashion Design Junior
Ilustración y Animación Creativa Junior