

## Using Design Thinking to Uncover post-COVID Consumer Needs Workshop Agenda

This short course is structured as a series of five two-hour, synchronous training sessions. Participants will be required to complete homework assignments in-between sessions. Participants are expected to participate in all sessions. Sessions will rely on a combination of lecture and small group work as participants “learn by doing” and practice applying design thinking tools.

### Technical Requirements

Workshop sessions will use two technology platforms: Zoom and [MURAL](#). Neither platform requires participants to have a subscription to participate. A reliable internet connection is critical to effective group work and class participation. Joining by video is recommended. Audio will be required for participating in group work.

### Agenda Overview

Each day of this course focuses on a different step in the design thinking process. Over the course of five days participants will take a worked example from opportunity identification through to consumer testing and iteration.

#### Day 1: Using Empathy to Identify Post-COVID Opportunities for Innovation

*June 22, 11am-1pm EDT*

- What is the best starting point for creating new products?
- How do we identify “fertile ground” for identifying post-COVID opportunities?
- How do we understand shifting consumer needs post-COVID?
- How can we gain a deeper understanding of customers?

#### Day 2: Defining Problems Worth Solving

*June 23, 11am-1pm EDT*

- How do we aggregate insights from user-centered research?
- What methods add clarity depth to our understanding of the problem?
- How do we decide which problems are worth solving?
- How can we separate post-COVID fads from lasting trends?

#### Day 3: Brainstorming and Prioritizing

*June 24, 11am-1pm EDT*

- Where do good ideas come from?
- How can we generate solutions that are not just “more of the same”?
- How can the principles of improv improve our ideation sessions?
- After generating many ideas, how do we identify the good ideas?



#### Day 4: Prototyping Solutions

*June 25, 11am-1pm EDT*

- What is the purpose of prototyping?
- What are the right ways and wrong ways to use prototyping?
- How do we use low-fidelity prototypes to validate solutions?

#### Day 5: Testing and Iterating with Customers

*June 26, 11am-1pm EDT*

- Why is it necessary to test early concepts with customers?
- How is customer testing changing post-COVID?
- What methods can we use to run faster customer facing experiments?
- What are the “do’s” and “don’ts” of customer testing?