

IPS 301 Design Thinking

Course Description

Design Thinking is a creative and pragmatic path to innovation that embraces ambiguity, practices empathy for the client or customer, and learns from failure. Thus, students learn a human-centered approach to problem-solving, emphasizing experimental and collaborative learning and real-world applications. *This course integrates IPS 302 Systems Thinking and IPS 303 Understanding Data.*

SLOs

1. Learn design thinking, a path to innovation, that can identify and create lasting solutions to perplexing problems.
2. Design and pitch your own project.
3. Prioritize human-centered design: putting people at the center of your concern and design.
4. Use case studies to understand how design thinking applies to diverse domains: education, health, social justice, business, sustainability, and personal growth.

Major Assignments

Opportunity, Design Brief, and Research Plan

Through a series of questions, qualify your opportunity as one that is suited to the methods of design thinking. Look at broader and narrower perspectives of the opportunity to clarify the intention and scope of your project. Determine from where, from whom, and with whom (your team) you will gather the details – the qualitative data – that tell the true story of the problem at hand.

Journey Mapping

Having observed and interviewed your target users and stakeholders with questions that probe beneath the surface answers to get to the root problem(s), construct graphic representations of the actual or ideal journey of two of your interviewees; in other words, depict “What is?” from their perspective.

Storyboard

You’ve brainstormed possible solutions and bundled the best of them into concepts to develop and pitch. Translate your best concept into a visualization that tells the ideal story of your project and proposes specific actions, program, or products to bring it about.

Learning Launch

Now that you have a prototype (your storyboard), do a mini launch to test the critical assumptions about why it is an attractive concept. Set it up, rehearse it, and complete a launch to learn from your stakeholders what’s missing.

Reading List

1. *The Designing for Growth Field Book*. Liedtka, Ogilvie and Brozenske. 2019.
2. A Chapter from *Solving Problems with Design Thinking* (provided online).
3. Numerous case studies from the Internet and other sources.

The Student Experience

“I really enjoyed how out of the box it was. It got me thinking in a different way than I normally do and wasn’t all about tests but was super applicable to the real world.”

“I liked the discussion forum where we uploaded parts of our project and were able to get good feedback from other students to help us.”