



# DESIGN THINKING AND LEAN INNOVATION INTRODUCTION

## ***Upcoming Dates***

18.06.2018 - 20.06.2018, Zurich

## ***Course Descriptions***

Learn how to combine Systems Engineering with Design Thinking and Lean Start-up in the upfront Innovation phase (Pre-Development-Phase). The Design Thinking course gives you a deep understanding of the Design Thinking mindset and its problem-solving cycle based on fast iteration and customer interaction.

The importance of a well-defined concept including product/service conception, business design and clear determination of the customer needs is fundamental before the development starts. The later misconceptions are discovered, the more costly it gets and there is a lot of wasted work, money and time.

Design Thinking and Systems Engineering are both problem-solving methods that try to cope with the increasing complexity. Both approaches are on a first sight completely different but on a closer look they become more and more complementary and share many thoughts. Combining both approaches and switching the thinking mode is essential when dealing

with ambiguity.

The course is very practice-oriented and hands-on. The participants will spend more than half of the time practicing, e.g. meeting the user and practicing need-finding, creating new ideas, building prototypes and testing with the user.

### ***Learning Outcomes***

- Understand the basics of Design Thinking and Lean Innovation
- Know how to combine Design Thinking and Systems Thinking and when to switch thinking modes
- Apply to tools to determine the customer needs and carry out need-finding
- Build and test different types of low-resolution prototypes (e.g. Critical Experience or Dark Horse prototype) with the user and improve your understanding of the situation
- Use the Lean Canvas to summarize the findings and to improve it iteratively
- Practice Design Thinking and Lean Innovation on a practical challenge during the three days.
- Reflect and transfer the learnings into your daily business and own projects

### ***Who Should Attend?***

- Managers and engineers who would like to enrich their problem solving competences with user-centric and agile approaches
- Managers who are looking for ways to create radical innovations
- Managers who would drive the digital transformation in their area
- Anyone who is responsible to create new products, services, business models and would like to integrate design oriented methods

### ***Course Rates***

Early Bird: 2,673 CHF. Regular: 2,970 CHF

### ***Duration***

3 days

### ***Delivered By***



**Amihud Hari**

Dr. Amihud Hari now heads Design Speedovation Inc. He is a facilitator, consultant and instructor of New-Product Development, System Engineering and Engineering Design methods. His experience includes many applications of Engineering Design Methodologies. He also teaches Engineering Design and T&E at the Technion, Haifa, Israel and was an Adjunct Associate Professor at the System Engineering and Evaluation Centre (SEEC) in the University of South Australia.

Dr. Hari has 20 years of experience as an operational manager in manufacturing, research and development, and procurement, for both government and private sector industries.

Dr. Hari has published more than 40 papers and book chapters on engineering design and quality methods, and he is a co-editor of the Quality Language Book. He holds a B.Sc. in Industrial Engineering, a M.Sc. in Quality Assurance and Reliability, and a Ph.D. in Engineering Design, from the Technion, Haifa, Israel.