

Design Thinking Training

PURPOSE

Design Thinking is not a working method exclusive to designers; it is used by all innovators in the fields of art, music, science, engineering, and business. In Design Thinking, designers, or "Design Thinkers," manage an interactive process to understand users, challenge assumptions, and redefine problems. This training aims to define the steps of Design Thinking while also allowing participants to experience Design Thinking first-hand.

WHO CAN PARTICIPATE?

All managers and senior staff who lead teams or manage projects related to the subject can participate.

CONTENT

Introduction

What is design-focused thinking? Case studies

Empathy

- Research Methods
- Observation Techniques
- Interview Techniques
- Conducting Applied Interviews
- Creating an Empathy Map
- Creating Personas
- Customer Journey Mapping

Problem Identification

- HMW problem statement

Idea Generation

- Idea Generation Techniques
- Idea Generation Application
- Idea Selection
- Lenses Suitable for Idea Selection

Prototyping

- Creating a Value Proposition
- Prototyping Techniques and Examples
- Prototype Creation

Test

- Gathering Feedback

Presentation

- Business Model Canvas
- Points to Consider When Presenting the Output

Training Date

Tuesday, 6 December 2022
Wednesday, 7 December 2022

Virtual Classroom Application

Microsoft TEAMS

Virtual Classroom

Start-End Time

10:00 - 16:00

INSTRUCTOR



Betül Yılmaz

CURRICULUM VITAE

After completing her economics education, she began her career in the pharmaceutical industry and later continued in the banking sector. She has 16 years of professional experience in customer experience, marketing, business development, change management, and sales. For 13 years, she held managerial positions at TEB – BNP Paribas in marketing, sales, strategy, and customer experience management. He was the head of the business unit during the establishment of TEB Sh.A Kosovo. He has international business and strategy development experience and experience working with different cultures. He is a customer and employee experience strategist, human-centred design expert, customer and employee journey mapping expert, and professional coach. He has been a keynote speaker and moderator on customer experience at numerous national and international conferences. He also serves as a jury member in international competitions in the field of customer experience. He is the partner of world-renowned customer experience expert Ian Golding in Turkey and the sole Turkish practitioner of 'The Golding Framework'. He is the first author of the book 'Customer Experience 2' from Turkey. The book has been number one in its category on Amazon's bestseller list in five countries. He currently works at 'Elephant Istanbul', the customer experience and strategy design firm he founded, where he specialises in customer experience management, experience design, and business consulting.