

- › 10 weeks
- › Part-time



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# Design Thinking: **Elevate**

# Academy Xi: Our story

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Hello and welcome to Academy Xi! Our mission is to transform the world through education by empowering a community of changemakers with the knowledge and skills to create their own positive waves of change.

Academy Xi is our answer to the insatiable demand for design and technology capabilities across all industries. We run short, practical and industry relevant courses in **Human-Centred Design, Business & Marketing**, and **Tech & Data**.

Designed and taught by passionate industry experts, our courses empower people with the skills and confidence to stay ahead of the industry curve, build a future-ready career and transform their lives.

# What is Design Thinking?

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Design Thinking is three things: a *mindset* of 'thinking outside of the box', a *process* to follow, and a *toolkit* of hands-on methods used to achieve your design goals. It is innovative problem-solving which starts by putting yourself in the user's shoes to identify hidden needs, reframe problems and use experimentation to find original solutions.

Many of the world's leading organisations, including IBM, Nike and The Red Cross, as well as entrepreneurs and startups, use Design Thinking to increase productivity, maximise business performance, and deliver value. A focus on customer needs and motivations helps remove personal biases and ingrained ways of thinking. Adopting these collaborative techniques and a growth mindset can revolutionise business structures, models, and day-to-day operations, bringing about lasting cultural change.

Design Thinking is the foundation of all Human-Centred Design disciplines. Think of it as an optimal way to approach problem-solving and creating in these areas. **User Experience (UX)** focuses on designing a single touchpoint, often digital, such as an app or website. **Customer Experience (CX)** covers all of a brand's touchpoints and channels, for all products and services. **Service Design** examines and seeks to improve a service from all angles, including both customer and organisational viewpoints.



# Why choose this course?

Design Thinking is not exclusive to designers or those in creative fields. It is increasingly being used across the board to strategically improve processes, simplify complex problems and foster a culture of innovation to drive business value. In fact, while it produces game-changing solutions, this structured process actually reduces the risks associated with launching new ideas.

**Companies that integrate design thinking into their corporate strategy outperform their peers by as much as 228% annually** (source: *Design Value Index*).

**“Simple can be harder than complex: you have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”**

– Steve Jobs, Apple Co-Founder

In today’s competitive workforce, understanding and implementing Design Thinking practices can boost your career. **Over 50%** of design-led companies learned Design Thinking from **specialist academic institutions, coaches or agencies** (source: *Parsons School of Design*).

In this course, you’ll learn:

- The theory and mindset behind Design Thinking
- How to apply Design Thinking tools and hands-on methods within a business context
- Practical strategies as a leader to build a culture of innovation in your organisation

## COURSE SNAPSHOT:



### METHOD OF STUDY

100% online

Independent study

Fortnightly mentor-led live sessions



### TIME COMMITMENT

60–80 hours over 10 weeks



### COURSE CONTENT

10 modules including research, synthesis, experiments, global solutions, and more



### COURSE OUTCOMES

- Creative and strategic thinking to drive innovative business outcomes
- A Design Thinking toolkit to use on-the-job
- Immediately applicable practical skills
- Professional group and individual projects for your portfolio



### LEVEL OF STUDY

No prerequisites

# Why study with us

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## INDUSTRY-ALIGNED CONTENT

Our courses are created exclusively in-house by experienced learning designers, with inputs from industry experts, recruiters and students, and follow international skills frameworks. We regularly update our content so what you'll learn is always relevant, industry applicable and lets you stay ahead of the curve.



## LEARN BY DOING

Set yourself apart from the competition with hands-on skills, putting theory into practice with activities based on each topic throughout the course.



## PROJECT-BASED LEARNING

Practice real-world application of your learning with two individual challenges and one group project. Work on a challenge that's meaningful to you by bringing your own real-world problem to solve in your final individual project. Find solutions for a variety of business scenarios – from specific design problems to more complex, global problems.



## DESIGN THINKING TOOLKIT

Get access to a comprehensive toolkit containing all the templates and tools needed to practice Design Thinking activities throughout your course. You can take this toolkit away with you after you graduate, to use on the job.



## LEARN FROM INDUSTRY EXPERTS

Our course is designed and supported by leading industry experts with extensive experience. Being a seasoned Design Thinking practitioner doesn't qualify you to teach, nurture students or lead projects effectively. So we hand-pick our course mentors to guarantee their extensive experience, both in the field and in the online classroom.



## ALUMNI BENEFITS

Get access to our alumni-exclusive events and Slack channel with job offers, career guidance and networking opportunities. Receive discounts on your future Academy Xi courses and a credit when you refer a friend.



## MENTOR ON-DEMAND

Book up to two 1:1 sessions with your course mentor to seek clarity and receive personalised feedback about your work throughout the course.



## FORTNIGHTLY LIVE SESSIONS WITH Q&A

Access exclusive live content not found anywhere else, discuss projects, unpick challenges with your mentor and classmates, or listen to live presentations from guest industry speakers. Scheduled live video sessions will help you stay on track, while allowing some flexibility in pacing your study too.



## INDUSTRY-RECOGNISED CERTIFICATE

Receive a Certificate of Completion as an official recognition of your competencies and practical skills in design thinking. As our courses are trusted by industry leaders, leading organisations and recruiters all around Australia, adding this credential to your CV or LinkedIn profile can boost your employability and offer tangible evidence of your expertise.



## COHORT-BASED

Never feel like you're studying alone as you start the course and go through the topics at the same pace as all other students. Regularly interact with your mentor and classmates to discuss current topics and work together on activities, replicating the collaborative approach required in real-life.



## SOCIAL-FIRST LEARNING PLATFORM

Absorb course content on our slick and easy, custom learning platform powered by NovoEd. Think of it as your online campus, with gamified content encouraging classmate interaction and rewarding your efforts. There's also an app to make learning on-the-go super convenient and accessible, 24/7.



# What you'll learn

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This course will empower you to learn and practice end-to-end Design Thinking skills. Learning in this course covers 10 modules, delivered via a variety of mediums, including:

- Readings
- In-house video content
- Multiple choice quizzes
- Design Thinking toolkit
- Multiple individual and group project assessments
- Fortnightly live sessions with your mentor and classmates
- Collaborative and engaging discussions with your peers
- Links to additional resources

Your learning will be supported by activities throughout the course, so you can put theory into practice right away.



# THINKING LIKE A DESIGNER

Learn the fundamentals of Design Thinking, where it sits within the wider field of Human-Centred Design, and how you can apply it to drive innovation and solve business problems.

## WEEK 1

### TOPICS

- » Why Human-Centred Design?
  - › History of HCD
  - › Generating game-changing solutions
  - › Empathy for business outcomes
  - › Embracing ambiguity in data and process
  
- » The Rise Of Design Thinking
  - › How it can benefit organisations
  - › Examples of Design Thinking in business
  
- » Design Thinking For Innovation
  - › Using design to drive innovation
  - › Examples of innovation within organisations
  
- » Design Doing
  - › A way of working, not just a mindset
  - › How to collect, analyse and present data to solve a problem
  - › Facilitating groups and workshops
  
- » The Double Diamond
  - › Using the Double Diamond framework for innovation
  
- » Design Thinking Tools
  - › Introduction to toolkit of techniques and processes

### LEARNING ACTIVITIES

- » Analyse real-world business case studies using Design Thinking
- » Get familiar with the Design Thinking Toolkit you'll be using throughout this course

# RESEARCH

A more detailed look into using Design Thinking to research a complex problem, determine the scope of a project, plus a review of best practices for research.

## WEEK 2

### TOPICS

- » Beginner's Mind
  - › Preparing your mindset for Design Thinking
  
- » Human-Centred Design Research
  - › A people-first approach to solving problems
  - › What are we researching and why?
  - › Determining the scope of a project
  
- » Introducing Design Challenge #1
  
- » Defining Problems
  - › Design briefs and best practice
  - › Defining a complex problem in a simpler way
  - › Problem-solving roadmap
  
- » Quantitative and Qualitative Research
  - › Desktop research
  - › Market analysis
  - › Trends and best practice
  
- » Interviewing
  - › What are you trying to get out of an interview?
  - › Your foolproof interview guide
  - › The 5 "why's" you need to ask
  
- » Research Ethics
  - › Why permission matters
  - › Anonymity
  - › Video/content and collection of data

### LEARNING ACTIVITIES

- » Put Design Thinking into practice with your first hands-on individual challenge
  
- » Conduct desktop research, market analysis and interviews for your first Design Challenge

# SYNTHESISE

Explore how to use data to reframe complex problems and simplify them. Using various collection, mapping and analysis techniques, learn how to make sense of data in a business context.

## WEEK 3

### TOPICS

- » From Information to Insight
  - › Mind mapping and Stakeholder mapping
- » Capturing Data
  - › Note-taking and Empathy mapping
- » Mapping Data
  - › Affinity mapping and analysis
  - › Clustering insights
- » Visualising Data
  - › Using personas
  - › Journey mapping
  - › Digitisation of data
- » Prioritising: matrix and visualising the vote
- » Reframing The Problem
  - › Jobs To Be Done protocol
  - › Needs = verb, Solution = noun
  - › Defining the problem statement
- » Working Within Business Constraints
  - › Value proposition design
  - › Pains & Gains framework
  - › Aligning with business needs

### LEARNING ACTIVITIES

- » Perform mapping exercises to organise and visualise data
- » Reframe complex problems using the 'Jobs to be done' approach
- » Use the Pains-and-Gains framework to work within business constraints

# MAKE

A deep dive into creative brainstorming, including best practices for prioritising ideas and how to visually present them. Discover how to focus and refine ideas into a strong and cohesive value proposition.

## WEEK 4

### TOPICS

- » Creative Problem Solving
  - › New perspectives on existing problems
  - › Creative confidence
  
- » Ideation
  - › Brainstorming
  - › Creative sessions
  - › Crazy 8's
  
- » Developing a Hypothesis
  - › Making ideas tangible
  - › Concept cards
  - › Prioritisation
  
- » Prototyping
  - › Visualisation
  - › (Rapid) Prototyping
  - › Role playing
  
- » Communicating
  - › Narratives
  - › Storyboarding
  - › Concept poster template
  
- » Value Proposition
  - › Re-checking your value proposition
  - › RWW (Real-Win-Worth) framework
  - › DFV (Desirability-Feasibility-Viability) framework
  - › Emotional resonance of value proposition

### LEARNING ACTIVITIES

- » Brainstorm and practice creative ideation with a Crazy8's exercise
- » Learn engaging visual ways to present your findings
- » Design a compelling value proposition

# TEST

Understand why testing is so important, and the different methodologies used. Learn how to communicate this value to the wider business and strategise the way forward. Bring home your conclusions with a retrospective summary of the project.

## WEEK 5

### TOPICS

- » Testing With People (Users)
  - › Why do we need to test?
  
- » Testing Methodologies
  - › Usability testing
  - › Concept testing
  
- » Testing Your Hypotheses
  - › Validating concepts
  - › Testing against DFV (Desirability–Feasibility–Viability) framework
  - › Metrics
  
- » Communicating the Business Value
  - › Business Model Canvas strategy template
  - › Concept posters template
  - › Return On Experience
  
- » Future Roadmap
  - › Route to market
  - › Scaling
  
- » Learnings
  - › Retrospective debrief
  - › Reflection, critique and feedback

### LEARNING ACTIVITIES

- » Perform usability and concept testing
- » Create a Business Model Canvas to demonstrate value
- » Run a project retrospective debrief

# DESIGNING IN TEAMS

In this group project over two weeks, learn how to build a Design Thinking team and run effective workshops. Explore the importance of psychological behavioural research and how to integrate it with economic concerns.

## WEEK 6

### TOPICS

- » Design Challenge #2
  - › Reframing the challenge
  - › Choosing the right tools
  
- » Teams and Team Formation
  - › Choosing the right mix of people
  
- » How To Run A Design Thinking Workshop
  - › Running a remote workshop
  - › Design Thinking in action
  
- » Designer As Anthropologist
  - › Ethnography
  - › Immersive design research
  - › Guerilla research
  
- » Behavioural Economics
  - › Combining psychological and economic elements
  
- » Developing Concepts
  - › Concept posters template

### LEARNING ACTIVITIES

- » Challenge yourself by reframing problems using different tools
- » Build a Design Thinking team with the right mix of people
- » Integrate people-centred research with business concerns

# TELLING THE STORY

The group project continues with an examination of test-and-learn methodologies for innovation. Learn how to present compelling business rationales using engaging narratives.

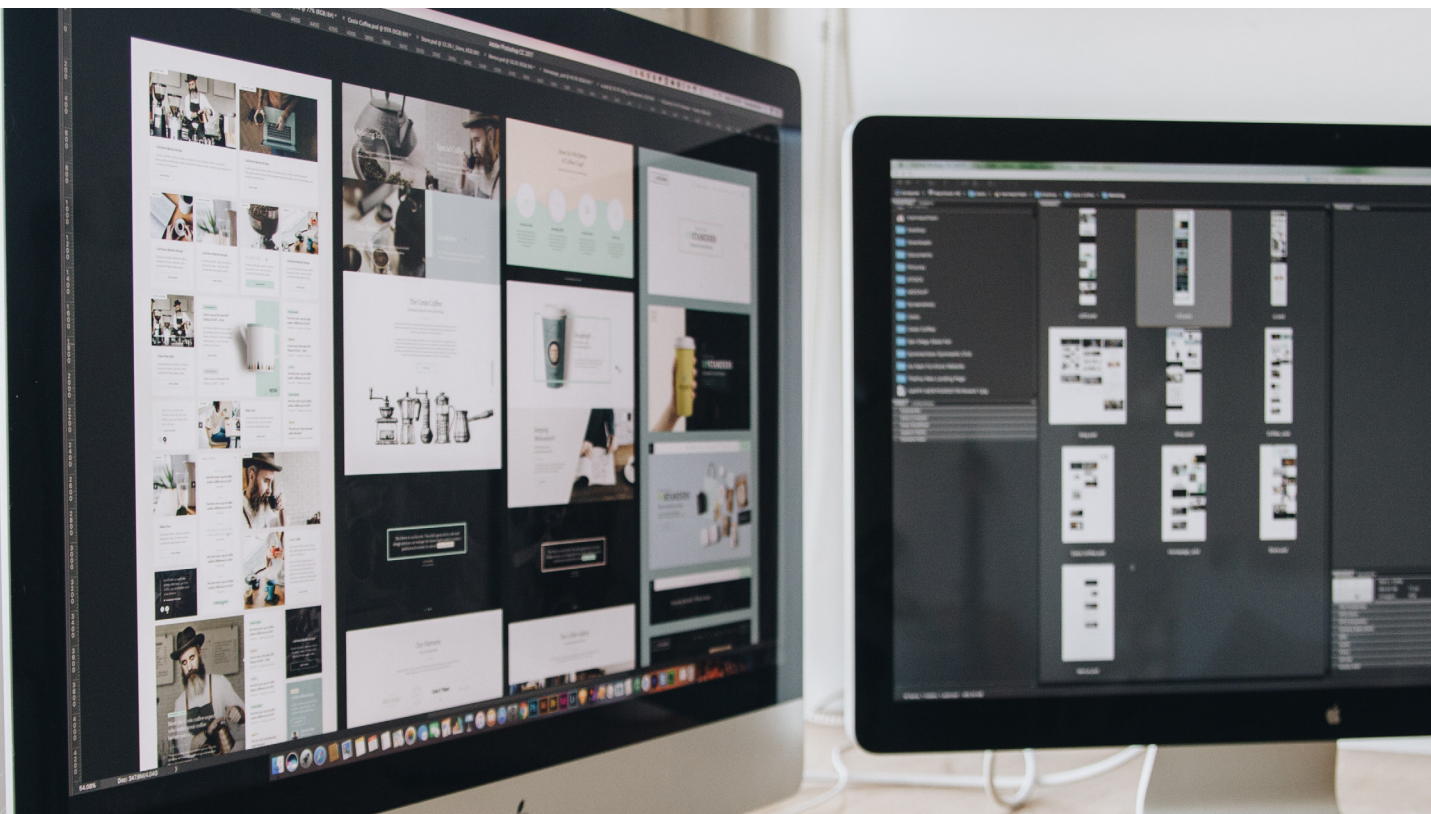
## WEEK 7

### TOPICS

- » Designing For Extreme Users
  - › 70/20/10 rule for innovation
  - › Early adopters and the hype curve
  - › Bell curve theory
- » Testing a Pilot
  - › Trialling methods
- » Business Rationale
  - › Validating economic viability
- » Storytelling
  - › The Hero's Journey
- » Delivering Amazing Presentations
  - › Presentation framework – best practices

### LEARNING ACTIVITIES

- » Experiment with different approaches to testing
- » Present a strong business rationale using engaging storytelling



# THE NATURE OF PROBLEMS

Practice your skills with an individual project solving a larger scale design and service problem. Review different thinking styles and decision-making tools to reframe complex problems.

## WEEK 8

### TOPICS

- » Design Challenge #3: Global/Societal Design Problems
  - › Individual project
  - › Focus on a problem space of your choice to work on
  
- » Wicked Problems
  - › Cynefin decision-making tool
  - › Understanding complexity and wicked problems
  - › Why it's hard to even get started
  - › Solving wicked problems
  
- » Thinking About Thinking
  - › Introduction to thinking styles
  - › Going deep and broad to maximise creativity
  - › Thinking styles for empathy and collaboration
  
- » Radical Reframing
  - › Asking the right questions to frame the problem
  - › Iterating your problem frame
  - › What generic problem are we solving?
  - › Reframe problems logically using TRIZ methodology
  
- » Applying Design Thinking To Services
  - › Introduction to service design
  - › Beyond service design
  
- » Zooming Out To A Global Perspective
  - › Case study: Fast food in Japan
  - › Case study: Children's Health Service of Texas
  - › Case study: Stopping AIDS in South Africa

### LEARNING ACTIVITIES

- » Focus on a business of your choice for a solo design challenge
- » Frame, reframe and iterate complex problems
- » Use the Cynefin model to understand wicked problems

# DESIGN THINKING IN ORGANISATIONS

Explore how to introduce and integrate Design Thinking day-to-day within companies, using growth mindset techniques, and developing a speak-up culture. Dissect what a design-led organisation looks like and the importance of customer ecosystems.

## WEEK 9

### TOPICS

- » Sharing Design Thinking Within Organisations
  - › Is your company ready?
  - › Design Thinking in daily practice
  - › Starting a movement
  
- » Growth Mindset & Psychological Safety
  - › Revisiting growth mindset
  - › The power of "not yet"
  - › Techniques to nurture a growth mindset
  - › How to develop team psychological safety & a speak-up culture
  - › How psychological safety underpins success
  
- » Design Thinking and Organisational Culture
  - › "But we've always done it this way..."
  - › Examination of design-centric cultures
  
- » Designing in Ecosystems
  - › Customers don't follow journeys, they live in ecosystems
  - › Mapping ecosystems
  - › The benefits of systems thinking
  
- » Integrating Design Thinking With Other Ways Of Working
  - › Effectiveness vs. efficiency
  - › Lead with design, but know when to step back

### LEARNING ACTIVITIES

- » Map customer ecosystems

# BECOMING A DESIGN THINKING LEADER

Discover how Design Thinking can lead the conversation and influence outcomes within business, and how you can become the driver of that change. Harness the power of targeted metrics to drive innovation and help future-proof your organisation.

## WEEK 10

### TOPICS

- » The Rise Of The Chief Design Officer
  - › The trend of leading organisations embracing design
  - › How moving towards design-centricity is an evolution
  
- » Creating Momentum and Making It Real
  - › Working Out Loud (WOL) Circles: develop a prototyping mindset
  - › Why rigour matters in the design process
  - › Applying Design Thinking to real world problems
  
- » Design Thinking Metrics
  - › Key Performance Indicators
  - › Measuring the intangible impact of Design Thinking
  - › How to spin statistics
  - › Metrics – the more the merrier
  
- » The Future of Design Thinking
  - › Customer expectation and design
  - › The changing nature of work
  - › What's next for Design Thinking – one step at a time

### LEARNING ACTIVITIES

- » Explore design-led organisations and how to drive innovation yourself
- » Practice the Working Out Loud method
- » Use metrics to demonstrate impact to stakeholders

# Learning outcomes

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In this course you'll get a solid understanding of Design Thinking principles and put them into practice through project work and a variety of activities. On completion of this course, you'll be able to:

- Simplify and solve complex real-world problems using a human-centred design mindset
- Research, process and analyse qualitative and quantitative data to identify and frame problems
- Come up with original ideas and prototype potential solutions using Design Thinking methods and tools
- Use testing and experimentation to validate solutions in terms of desirability, viability and feasibility
- Present to and influence high-level stakeholders using persuasive storytelling
- Set-up and lead Design Thinking workshops within an organisation to generate ideas, conduct research, and implement Design Thinking practices day-to-day with view to enhancing business performance
- Develop and drive a culture of innovation and creativity within an organisation, while considering financial and business factors

## Who this course is for

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If you're looking for practical Design Thinking training with mentor support and classmate collaboration, this course is for you. Our Design Thinking for Innovation: Elevate course has no prerequisites and is ideal for a variety of professionals, including:

- Those looking to upskill and elevate their career prospects with in-demand Design Thinking skills

- Strategic professionals such as marketing managers, product managers, growth leaders, innovation experts, etc. who are seeking creative solutions to business problems
- C-suite executives, founders and entrepreneurs who want to use innovation to grow their business
- Creative leaders like art directors, senior design leads, experience designers, etc. who manage or work with designers

## Assessment

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Our graduates are recognised by the industry to possess the essential skills expected of a Design Thinking professional. To ensure you achieve the specified outcomes, this course includes multiple assessment projects.

Working in teams and individually, you'll apply the entire design thinking process to 3 different projects, ensuring you're well versed with the practical application of what you have learned.

At different stages of the course, you'll need to submit your assessments to your mentor for marking. At the end of the course, you'll submit your final presentation via a video recording. Your mentor will mark your work and provide structured feedback of where you went well, and ways you could improve in the future.

To prepare for the assessment, you should complete all the activities and tasks throughout the course to ensure you are applying the techniques appropriately.

You can also improve your learning by participating in peer review of task work and testing your knowledge through topic quizzes

# Course timeframe

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Your course takes approximately 60-80 hours over 10 weeks. This includes absorbing the learning materials, attending live sessions, participating in 1:1 mentoring sessions, completing the course activities, working on your assessment project, and communicating with peers and your mentor.

This course is to be completed in 10 weeks. However, you'll continue to enjoy 6 months access to the course content from the time of enrolment.

# Next steps

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## GET IN TOUCH

Speak to one of our Course Advisors to clear up any questions:

[admissions@academyxi.com](mailto:admissions@academyxi.com)

1300 683 923

# Support and feedback

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Our Tribe will support you from enrolment to graduation, helping you achieve your goals every step of the way:

- **The Experience Team:** Your go-to for any day-to-day questions to ensure a seamless online experience.
- **Your Mentor:** Through regular live video sessions, private mentor on-demand sessions and the in-platform chat function, your mentor will guide you throughout the course and share their wealth of experience.
- **Your classmates:** To brainstorm, bounce ideas off and make lifelong friends. You can reach your peers through the discussion tool embedded in our online learning portal.

