Design Sprints & Design Thinking

Do you struggle to align with your team and come to clear decisions when you start a new project?

Do you get lost in ideas and find it hard to prioritize which tasks would be most valuable to execute?

Do you find aligning with clients leads to time-wasting calls and meetings where no one is on the same page?

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...Then this course is for **YOU!**

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➢ FREE 37 PAGES DESIGN SPRINTS EBOOK INCLUDED. In order to further improve your knowledge, there is a free download at the end of every section of this course. It is important to know that in this digital age, changing consumer needs and habits are closely linked to digital innovations.

You have probably heard the terms design thinking and design sprints around the office, but what are they, and why are they important? Design thinking focuses the creative development process on the customer from the beginning. This shift in thinking leads to better products, services, solutions, and processes for the end-user. Using design sprint methods pioneered by IDEO and Google Ventures, students will explore what kinds of organizational challenges could benefit from a design sprint, how to assemble the ideal design sprint team and how to advocate for the use of design sprints in their organization.

This course teaches you step-by-step how to run a Design Sprint in 5 days and provides all of the resources you would need to facilitate one!

It will teach you the ins and outs of remote design sprints. You'll learn to apply design thinking in an engaging way to yield results quickly. Discover how to effectively change how products are built and how start-ups scale through the use of design sprints.

The course has everything you need to run your own Design Sprint, period!

Build a five-day strategy designed to solve business challenges and bring a product prototype to market with minimum risk.

It is time to start your sprint! This exceptional course will guide you through each day of your sprint and what it entails. Begin with the mapping stage. Understand the problem and goal, and discover opportunities for problem-solving before making a map to guide you through the rest of the sprint. Use sketching as a tool to develop a solid concept and foundation before voting on the best ones. On the penultimate day of your sprint, learn how to prototype your solution based on your outcomes from the previous three days before testing it on day five.

Explore how to interpret and share the results of your sprint. Gather feedback, create a discovery document for your client, and get the best advice for sharing your findings and setting yourself up for future work opportunities.

Also, inside the Design Sprint Master class course, we've put together a package that we wish we had had when we started running Design Sprints! Over the past 3 years, this has been tried and tested with some of the biggest companies in the world. Here are other things you will find inside...

- ➢ Become an Innovation Expert when you learn how to confidently run Design Sprints in your company with.
- ➢ Wow your team or clients with a great experience using the Sprint Preparation Guide.
- ➢ Amaze your clients with your succinct follow-up where you share all of the results after the 5-day Sprint.

- Quickly validate your prototype and ensure you always have the best user testers with the User Tester Recruitment Guide & Survey.
- Keep up the decision-making and problem-solving momentum by learning how an Iteration Sprint can impress your colleagues and/or clients.
- Find out how you could change your career by running your own Design Sprints with our expert "How to Sell" tips and tricks.
- Learn how to run Remote and In-Person Design Sprints like a pro and learn to apply design thinking in an engaging way.
- Also, by the end of this course, students should be able to apply design thinking principles and the steps in the design sprint process to address a specific challenge in their organization.

Who is it for?

This course is for anyone with an interest in learning how to run design sprints. It's particularly helpful for graphic and product designers, business owners, and creative managers.

UDEMY Course Description: https://www.udemy.com/course/certification-google-design-sprint-thinking-nzeka-ilaria-academy/