

Design Driven Innovation

Day 1

- 9:00 AM to 10:00 AM **Lecture: The State of Design**
Value of design and how it is currently harnessed by various organizations.
- 10:00 AM to 11:00 AM **Lecture: Overview of Design Processes**
Understand various design processes and their applications.
- 11:00 AM to 12:00 PM **Exercise: Exploration Needs & Emotions**
Teams perform interviews and observation related to consumer experience.
- 12:00 PM to 1:00 PM Lunch
- 1:00 PM to 2:15 PM **Lecture: Expression + Connection (HCD)**
Learn various methods such as story telling, personas, boards, photos, video.
- 2:15 PM to 3:30 PM **Exercise: Expression**
Teams create compelling presentation of user needs and emotions.
- 3:30 PM to 5:00 PM **Presentations & Debrief**
Participant Groups present to the class.

Day 2

- 9:00 AM to 10:30 AM **Lecture: Creating (Tech Driven)**
Creating functional and emotional value, strategy, selection, Saltshooter case
- 10:30 AM to 11:00 AM **Lecture: Experimentation**
- 11:30 AM to 12:00 PM **Making Demo**
- 12:00 PM to 1:00 PM Introduce Challenge + Working Lunch
- 1:00 PM to 3:30 PM **Exercise: Functional Design Challenge**
Teams design a structure that will meet a technical challenge.
- 3:30 PM to 4:30 PM **Design Review + Competition**
- 4:30 PM to 5:00 PM **Reflection**

Day 3

- 9:00 AM to 10:00 AM **Lecture: Creating (Design Driven)**
Courage, vision, drive, togetherness.
- 10:00 AM to 12:00 PM **Exercise: Emotional Design Challenge**
Teams practice the design-driven process to create emotional value.
- 12:00 PM to 1:00 PM Working Lunch
- 1:00 PM to 2:00 PM **Design Review**
- 3:00 PM to 4:30 PM **Studio Visit**
- 4:30 PM to 6:00 PM **Cocktail reception + Program reflection (optional)**