



DESIGN-DRIVEN INNOVATION

JUNE 28–30, 2021 | Instructor: Matthew Kressy | professional.mit.edu/ddi

Note: All times are US Eastern Daylight Time. Schedule is subject to change.

DAY ONE - JUNE 28

9:00–11:30 AM	Lecture: Leadership and Design Process Exploration, empathy, expression, integration, leadership
11:30 AM–12:30 PM	Exercise: Exploration and Empathy Participant group performs interview and observations
12:30–1:30 PM	Working Lunch (continuation of exercise)
1:30–2:30 PM	Lecture: Expression Storytelling, personas, image boards, photo essay, video
2:30–4:00 PM	Exercise: Expression Storytelling, personas, image boards, photo essay, video
4:00–5:00 PM	Presentations and Debrief

DAY TWO - JUNE 29

9:00–11:30 AM	Lecture: Creating Creating functional and emotional value, strategy, selection, Saltshooter case
11:30 AM–12:00 PM	Online Collaboration Tools Google sheets, Google docs, Google slides, Adobe Illustrator
12:00–12:30 PM	Exercise: Creating Create a functional and beautiful User Interface UI/UX
12:30–1:30 PM	Working Lunch (continuation of exercise)
1:30–4:00 PM	Continuation of Exercise
4:00–5:00 PM	Design Review Go from team to team and critique designs
5:30–6:30 PM	Virtual Course Reception

DAY THREE - JUNE 30

9:00–10:00 AM	Lecture: Leadership & Excellence Courage, vision, drive, togetherness
10:00–10:30 AM	Exercise: Build Leadership & Innovation Strategy Each participant develops a leadership plan for their current company that results in a visionary innovation culture
10:30 AM–12:00 PM	Presentation of Strategies
12:00–12:30 PM	Program Reflection