ilaria
Digital School



SERVICES FOR ORGANISATIONS

Design Thinking and Design Sprints

Our workshops put your teams in front of a real problem your users face: understand, imagine, prototype, test, then decide based on concrete feedback.

2
approaches, alone or combined

5
stages, from empathy to testing

On request
depending on format and number of participants

01

WHAT'S AT STAKE

Design what your users expect

Many products fail because nobody wants them. Design Thinking and Design Sprints start from the end user and their direct feedback, rather than from a list of features defined on paper.

Design Thinking is iterative: it seeks to understand the user's problem before designing. A Design Sprint validates an idea in just a few days, through a prototype and customer testing.

Our experts run these workshops with your teams and help you build a culture of innovation and creativity.

What the workshops give you

- A better understanding of what your users expect
- An idea tested before investing further
- Less risk on your innovation projects
- More creative teams

02

THE FORMATS

A workshop for your needs

The format follows from your starting point: a problem to understand or an idea to validate.

Design Thinking

An iterative, user-centred process: empathy, needs, ideas, prototypes, tests.

YOU GET

A sharp understanding of your users and possible solutions.

Design Sprint

A short time frame, no iterations: imagine, prototype and test with customers in a few days.

YOU GET

A tested prototype to validate, improve or reorient the project.

Both combined

Design Thinking to pin down the problem, a Design Sprint to validate the solution.

YOU GET

A product or service designed from your users' feedback.

03

HOW IT RUNS

From problem to user test

The workshops follow the stages of Design Thinking, adapted to each format.

1 **Empathy**

Put yourself in your customers' or users' shoes.

2 **Definition**

Determine their needs and the problem to solve.

3 **Ideation**

Revisit assumptions, come up with ideas and solutions.

4 **Prototype**

Make the best ideas concrete.

5 **Test**

Have the solution tested and gather feedback.

The principles of our workshops

An approach that borrows designers' working techniques and combines inventive and analytical thinking.

Empathy with users

Diverge to open up ideas, converge to choose

Make it concrete to iterate and collaborate

04

WHO DOES WHAT

What we handle, what you bring

What you get

Concrete material to decide what comes next.

- The user needs and problems identified
- The ideas and solution paths selected
- The prototype
- Test feedback: validate, improve or reorient

Our part

- Preparing the workshop with you
- Facilitation by our experts
- Ideation and prototyping methods
- Organising the tests
- Summarising the feedback

Your part

- A real problem or an idea to validate
- The workshop participants
- Customers or users for the tests
- A decision-maker for what comes next

05

THE OFFER

A quote that fits the workshop

Each workshop is built for you: the price depends on what we prepare and facilitate.

On request

What shapes the quote

- The format: Design Thinking, Design Sprint or both
- The length of the workshop
- The number of participants
- Preparing the user tests

The schedule is set with you during scoping.

06

BEFORE YOU START

Questions to ask yourself

Which of your users' problems do you want to solve?

Do you have an idea to validate before investing further?

Can real customers test a prototype?

Who needs to take part for the solution to be adopted?

Who will decide what happens after the workshop?

Next steps

01

Write to us

Your problem or idea, and the number of participants.

02

Scoping

A conversation to choose the format and length.

03

Quote

A detailed proposal, then preparation.

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DESIGN THINKING AND DESIGN SPRINTS

Let’s talk about your workshop

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