Design Thinking & Lean Startup

Open Workshop
19 March 2020 | Bucharest

What to expect

New Ways of Working overview

Introduction to Design Thinking process & steps

Experience a Design Thinking process to innovate a product

Overview on Lean Startup philosophy and process

Lean Startup simulation

When to use Design Thinking & Lean Startup in projects/ organizations

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Design Thinking demands a consequent feedback-loop between solution creators and the targeted users. Ideas and solutions are being made visible as early as possible in form of simple prototypes. This eases dialog and learning. Potential users can test solutions long before market introduction. By that Design Thinking produces practical user centered innovations.

Lean Startup framework teaches that any new business idea is based on hypotheses that should be tested as quickly and easily as possible with real customers. The rapid testing of ideas avoids unnecessary development work and makes it possible to further develop the idea on the basis of actual customer needs.

Key facts

Objectives:
- understand the key principles and benefits of Design Thinking and Lean Startup and feel confident to emerge into a Design Thinking and/or Lean Startup process into your own organization

Location: Bucharest, Impact Hub Timpuri Noi

Design Thinking & Lean Startup Workshop

Create Real Impact Using Design Thinking and Lean Startup!

- ✓ Human-centered design is uniquely situated to arrive at solutions that are desirable, feasible, and viable.
- ✓ By starting with humans, their hopes, fears, and needs, we quickly uncover what's most desirable. Once we've determined a range of solutions that could appeal to the relevant community, we then start to home in on what is technically feasible to actually implement and how to make the solution fnancially viable.
- ✓ Design Thinking is a balancing act, but one that's absolutely crucial to designing solutions that are successful and sustainable.
- ✓ People use to spend their lives building to build instead of building to learn. Lean Startup shows you that you have to build the minimum viable product or service in order to learn what your clients and customers want, measure their reaction and learn whether to persevere or to pivot. You decide what is minimum, the clients decide if it's viable.
- ✓ Think big. Start small. Scale fast.

March 19th, 09.00-17.00

- • Arrive and check in

- • Overview New Ways of working in VUCA world
- • Introduction to Design Thinking process & steps (philosophy, history, examples, steps)
- • Experience a Design Thinking process to innovate a product using Fast Forward exercice
- • Wrap-up Design Thinking

- • Lunch

- • Overview on Lean Startup (history & philosophy, process, principles, tools to be used)
- • Lean Startup simulation - board game simulation with a scenario from the hospitability industry.
- • Debrief & wrap-up Lean Startup

- • Conclusions: When to use and how to use Design Thinking and Lean Startup into organizations and projects

» No business plan survives first contact with customers, as Steve Blank says. «

You will learn

... how to turn your ideas into successful innovations.
... how to efficiently promote the further development of products and services.
... how to proceed under uncertainty in order to reduce the risk.
...

Consultants

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ICG Integrated Consulting Group is one of the leading consulting companies in the field of change management. 130 consultants accompany major corporations, family businesses and the public sector in challenging change projects.