



If you are wondering how innovative ideas for the creative products, services and experiences you see around and appreciate are created, you should learn game-changing methodology: The Design Thinking

design thinking

DESCRIPTION OF CONCEPTS

- What is design?
- Who is designer?
- Known design and changing design
- Somebody says "product" what we understand



METHODOLOGY OF DESIGN THINKING

- General description
- Basic principles
- Process, steps and what should be done



PRACTICE

- Case Projects for design thinking methodology
- Workshop



period of
training

1 day

PURPOSE OF TRAINING

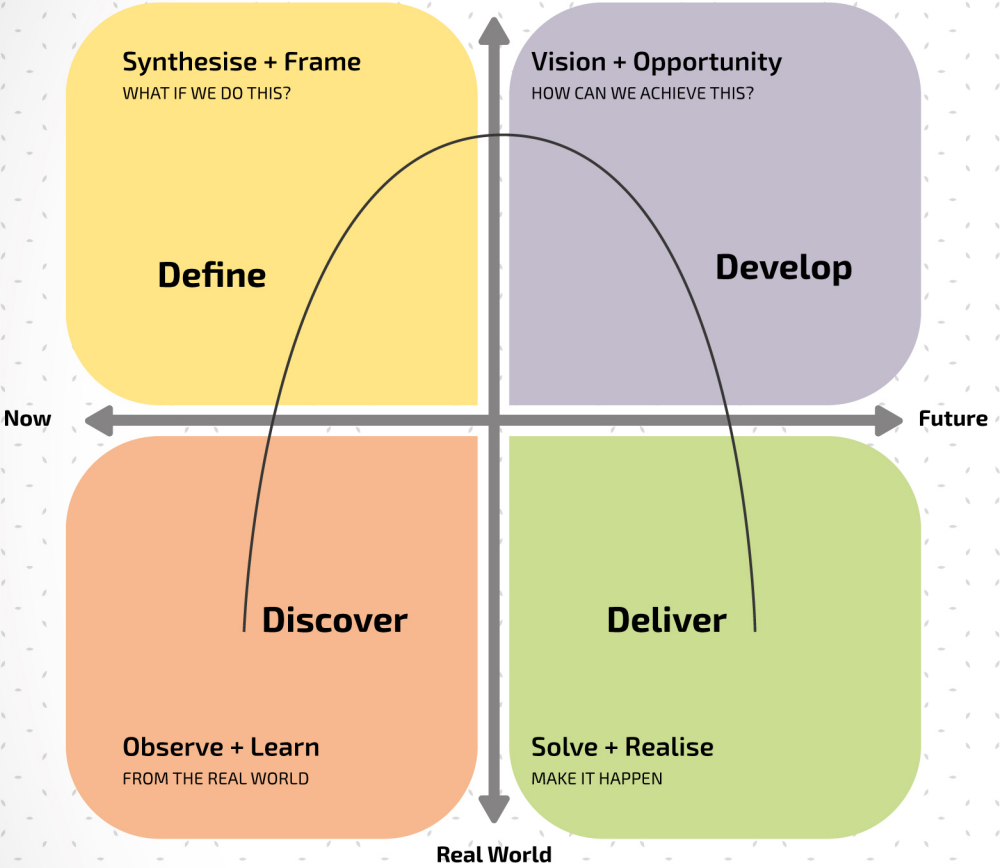
- Discovering steps and principles for problem solving and creativity
- Building an innovation culture in the company by improving yourself
- Developing creative thinking perspective for your job and daily life
- Creating collective working environment within the company
- Comprehending the importance of strategic design and thinking
- Learning how to do your assumptions and projects before you implement them, and minimizing your risks.
- Generating innovative ideas which will create value for customers/partners/stakeholders...
- Exploring the unmet needs of users better and create empathy with them. Building a motivation for creating ideas



PARTICIPANT PROFILE

Innovation and R&D, Marketing and Sales, Manufacturing, Sales After, Business Development, Finance, Human Resource Departments can participate (for all sectors)

GAME-CHANGING METHODOLOGY



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HEKSAGON MÜHENDİSLİK ve TASARIM A.Ş.

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