

Think Before You Design Think™

"I loved that the workshop was interactive and that there was a diverse group of participants to interact with and learn from. If you are considering attending the workshop, just do it! It will change you and be a wonderful experience."

"I would absolutely recommend this workshop to a peer. Not only will they gain a working understanding of the design thinking concept, they will also have the tools to readily apply it to their job."

Overview

Think Before You Design Think (TBYDT) is a three-day, immersive learning experience created and led by UT Austin design and education faculty. Participants develop strong foundational knowledge of design thinking and build skills for applying design thinking techniques in professional contexts. Each day includes progressive, hands-on activities whereby participants actively construct knowledge rather than passively learn. Participants will engage in all phases of design thinking, learn more than 30 design thinking concepts and techniques, and build four physical prototypes.

Day One

Day 1 of TBYDT sets the foundation for developing knowledge and skills for practicing design thinking. It includes learning modules on the importance of developing a community of practice in design thinking and helps participants activate the mindsets they will need to be creative problem-solvers. Participants will construct knowledge and skill through two introductory design thinking workshops. At the end of Day 1, participants will have engaged in each phase of design thinking to build their own creative solution to a human problem.

Day Two

The second day of TBYDT is highly experiential and focuses on two kinds of design research: generative (meant to generate insights and ideas) and evaluative (meant to test insights and ideas). Participants



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spend the full day in teams and immersed in a specific design challenge. They will conduct their own field research, generate large quantities of ideas, build journey maps and experience (or live) prototypes, and evaluate their designs. At the end of Day 2, participants will have built and tested sophisticated prototypical solutions for addressing a complex problem based on insights gained through human-centered design research.

Day Three

The third day of TBYDT focuses on adoption of design thinking. Too often, after design thinking workshops or bootcamps, participants come away with enthusiasm or excitement but without the ability to apply design thinking in context. Without a plan for the adoption of design thinking, the knowledge and skills gained in the workshop will go unused. During this session, participants will learn about the characteristics and features that lead to adoption. Each participant will engage in the design thinking process and build a customized solution for the adoption and application of design thinking.



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