

At a glance

2 day workshop

Available for 12 to 200 people

Used for front-end of project work, leadership development programs, culture-change initiatives

Delivered by an ExperiencePoint trained Facilitator

Experience a better way to innovate.

ExperienceInnovation™ | Apply enables your people to master the *design thinking* process and start applying it to your real organizational challenge in a two-day sprint. It even includes field work with live customers!

ExperienceInnovation™ | Apply teaches people to uncover new insights into your customer's needs and generate nascent solutions that can be explored to create real value. From observing users to build empathy and creating learning-oriented experiments to conducting user interviews and transforming insights into opportunities, your people will apply the skills needed to tackle your *design thinking* project from start to finish.

Outcomes

- Make meaningful progress on real challenges
- Develop a common language for innovation
- Put customers at the center of design efforts
- Grow nascent ideas into powerful solutions
- Integrate *design thinking* into your work culture

Sample Agenda

Set Up

2 hrs Define Audience, Focus, Challenge

4-6 hrs Schedule User Interviews

Day 1

AM ExperienceInnovation Simulation

PM Conduct User Research Form Insights

Day 2

AM Form Insights Frame Opportunities

PM Brainstorm Ideas Plan Experiments

Follow Up

2 hrs Run Experiments Report Back Results



To learn how we're helping organizations like yours, please contact us.

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