

Empathize and Prototype: A Hands-On Dive into the Key Tools of Design Thinking

COURSE DESCRIPTION

Move beyond theory and dive into hands-on practice in the art of innovation. Tackle innovation challenges from start to finish and gain an in-depth understanding of these key tenets of design thinking and how to incorporate them into your work. Empathize with your customer, synthesize your learnings, and rapidly prototype and test your new ideas. Master techniques for gaining empathy with customers and immediately put them to use in a series of hands-on exercises that guide you from synthesis to prototyping and testing.

LEARN HOW TO

- Engage customers to forge deep connections and gain valuable consumer insights
- Synthesize findings into a compelling problem statement
- Prototype concepts in a low-cost manner
- Rapidly test concepts with end users to gain insights about solutions and user needs and reduce your time to market

FACULTY



Perry Klebahn

Consulting Associate Professor and Director of Executive Education, Hasso Plattner Institute of Design at Stanford University

Perry turned his Stanford Masters project into a successful snowshoe business, ran sales and marketing for Patagonia, and was CEO for Timbuk2 before returning to Stanford as a founding faculty member for the d.school.



Jeremy Utley

Director of Executive Education, Hasso Plattner Institute of Design at Stanford University

Jeremy has sought to meld his analytical nature with his passion for human-centered innovation. He currently leads the d.school's work with organizations, managing and directing the executive education programs.

QUESTIONS

Please contact us at 650.741.1630 or stanford-innovation@stanford.edu.

MORE INFORMATION AND REGISTRATION

For more information and to register for courses, please visit us online at create.stanford.edu.



Course Modules

- Empathy
- Define
- Prototype
- Testing

Course Requirements

To complete the course, students must:

- Watch all course videos
- Complete all exercises
- Pass the final exam
- Submit course evaluation

The final exam consists of 15 multiple choice questions. A score of 86% or higher is required to pass.

Course Materials

All course materials are provided within the course's user interface. These include the course videos, exercise instructions, and other course handouts.

Tuition

Course: \$995 USD
Certificate: \$8,035 USD