

Open Course - Deep Dive

The Prototyping Journey: From Idea Post-It to Prototype

Deepen your Design Thinking skills and learn innovative methods in the field of prototyping.

FORMAT

Three-day workshop in Potsdam
(Monday - Wednesday)

PRICE

3.000,- EUR (plus VAT)

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BASIC INFORMATION

- ▶ When: December 04 - 06, 2017 (application deadline: November 12, 2017)
- ▶ Where: HPI Academy in Potsdam Griebnitzsee (ProSpace Room)
- ▶ Includes: Participation in workshop with coach-led teams of no more than six people, all working material, transport to offsite sessions during the workshop, meals, and one evening happy hour networking event.

Inputs and presentations will be in English. The working language within the teams will be either English or German and will be decided by each team based on the preferences and skills of the team members.

TARGET GROUP

This workshop is intended for professionals who are interested in applying prototyping techniques in the context of their own projects in order to design innovative solutions. Comprehensive practical knowledge of the Design Thinking method is a prerequisite, and ideally, participants will also have experience using Design Thinking within their past work. The focus of the course is to provide a hands-on learning experience around the different facets and techniques of prototyping. Please note: this course is not suited for those whose goal is to become a Design Thinking coach; please refer instead to our coach certification program.

CONTENT

This three-day workshop explores prototyping as the core element of the design thinking solution space. We address the following questions: How does a single idea Post-It become a good prototype? What actually is a good prototype? How do I build one?

During this Deep Dive, you will learn a broad range of prototyping techniques: from "quick and dirty" low-fidelity prototyping with paper, to video and stop motion prototyping, to more complex and elaborate high-fidelity prototyping techniques like physical computing (Arduino + Teensy) digital wireframes, and 3D modelling. This knowledge will enable you to choose and apply the right technique at the right time.

Building different prototypes within the workshop, attending talks about the theory behind prototyping, and working under the expert support of our

coaches will help you understand and reflect on the following: When do I apply which technique in order to build what prototype? What do I want to test? And how do I iterate based on the testing insights?

WHAT YOU CAN EXPECT

- ▶ You learn about case studies in which prototyping was implemented in industry innovation processes and hear talks from experts about the topic of prototyping.
- ▶ You turn a basic concept into a concrete product by prototyping with your team.
- ▶ You are coached along your journey by design thinking experts with relevant project experience.
- ▶ You broaden your network with other Design Thinkers from diverse professional backgrounds and gain different perspectives.
- ▶ You have a learning journal that will be at your side during the workshop.
- ▶ You receive a digital documentation of the workshop: photos, materials, templates, slides, reading recommendations and resource links. This material provides you with everything you need in order to create your own design thinking prototyping toolkit.

QUESTIONS AND COMMENTS

Please contact our Program Manager **Katrin Lütkemöller Shaw** if you have any questions or requests: Katrin.Luetkemoeller_Shaw@hpi-academy.de
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