

Open Course - Deep Dive

User Research



HPI Academy | Education for Professionals
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Deep Dive into the fascinating world of user research. Get to know innovative methods in the field of user research and deepen your design thinking knowledge.

Format 3-day workshop in Potsdam (Thursday - Sunday)

Fee 3.000,- EUR (excl. tax)

Details

- Date: 12. - 14.10.2017
- Location: Design Thinking ProSpace at HPI Academy
- Includes: participation, materials, transport to and from offsite workshop locations if needed, 1 Coach per max. 6 participants, all meals and Happy Hour (network event)

Inputs and presentations will be given in English, the team work language (English or German) will be decided by each team based on the preferences and abilities of its members.

Target group

This workshop is aimed at practitioners who want to apply new methods to their own projects in order to find innovative solutions. In order to successfully participate, attendants won't need to be experts in the topic of user research but will have to have a deeper understanding of the practice of design thinking and the challenges of user research. Also, the participation in an online preparation module (2-4 h) will be mandatory.

The workshop is not intended for coaches or persons looking to become coaches.

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Content

Digitization has a massive impact on society and as a consequence also on companies. At increasingly shorter intervals new technologies affect the user's everyday lives which besides all advantages that come with the digital change also leads to stress and disorientation.

Innovative companies have understood all too well that the right question to ask is no longer only "What is technologically feasible?" but "How can we use technology to serve the user's needs?" and "Does this innovation really meet the user's needs?"

In this workshop the participants will deep dive into the fascinating world of user research. With the guidance of our experts the workshop group will see what's in the toolboxes for user observation and interview techniques. Moreover, the participants will learn how to put themselves in the position of the respective user and how to build empathy-prototypes in order to test their hypotheses early.

This deep dive is a combination of expert talks, practices and group reflections which together facilitate the transfer of workshop content into own projects and everyday working life. Participants will deepen their methodological skills and will leave with a solid kit of tools for user research.

What to expect

- You will work in small teams (maximum 6 people) with individual coaching from a design thinking coach.
- You will meet design thinkers and user research experts from different professional backgrounds, expand your network and discover new perspectives.
- You will work in our design thinking spaces with variable furniture, prototyping material and sufficient room for wild ideas.
- You will be provided with photo documentation, slides, materials and literary recommendations.

Questions concerning the format?

Please get in touch with our program manager Holger Rhinow
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