

# Open Course - Deep Dive

## User Research

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 - Saturday)

### FEE

3,000.- EUR (excl. tax)

[www.hpi-academy.de](http://www.hpi-academy.de)  
[info@hpi-academy.de](mailto:info@hpi-academy.de)

### DETAILS

- ▶ Date: October 12-14, 2017
- ▶ Location: Design Thinking ProSpace at HPI Academy Potsdam
- ▶ Includes: participation, materials, transport to and from offsite workshop locations if needed, ein 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.

### CONTENT

User research experts from agencies and education will provide you with guidelines and methods on how to build up empathy for your users. You will experience how to screen the right target group, how to conduct interviews and how to use advanced tools, e.g. cultural probes. You will furthermore transfer your learnings onto your own business challenges, always accompanied by our experts.

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- WHAT TO EXPECT**
- ▶ Experts from different fields introduce examples on how to apply user research to develop innovations
  - ▶ You will try methods of user research and apply your learning experiences to your own questions
  - ▶ You will exchange your experiences with other participants in similar situations and try to make user research a part of your daily work

**QUESTIONS CONCERNING THE FORMAT?** Please get in touch with our program manager Holger Rhinow  
[holger.rhinow@hpi-academy.de](mailto:holger.rhinow@hpi-academy.de) or +49(0)331 5509-201

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### OUR EXPERTS



#### JULIA WERNER

Julia is a Design Lead at IXDS with a focus on service design strategy. She is a service design guest lecturer at FH Potsdam and has lectured at many international universities.

#### TILL MALCHOW

Till Malchow is a lecturer at the University of Arts (UdK) in Berlin and Managing Partner at venn. Business Design.

#### MOLLY WILSON

Molly Wilson is a UX designer and teacher visiting the HPI D-School in 2015 from San Francisco, CA.. She is the Track Manager of the Advanced Track at the HPI School of Design Thinking.

#### KATRIN LÜTKEMÖLLER SHAW



#### HOLGER RHINOW

Holger Rhinow is one of the Program Managers at the HPI Academy and supported over 70 companies in applying Design Thinking in their innovation projects.