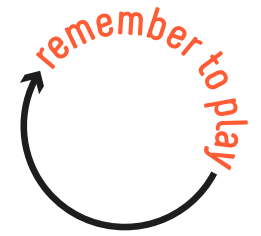# Design Thinking
for Agile Development Teams

Why Design Thinking?

The Agile Development Process is mostly focused on the speed and quality of software development. This is due to increasing and fast changing customer demands, which create the need to build and deploy software fast. Agile perfectly answers the question of how to deliver fast and efficient, but it often neglects to ask the critical questions which relate to user needs and business value.
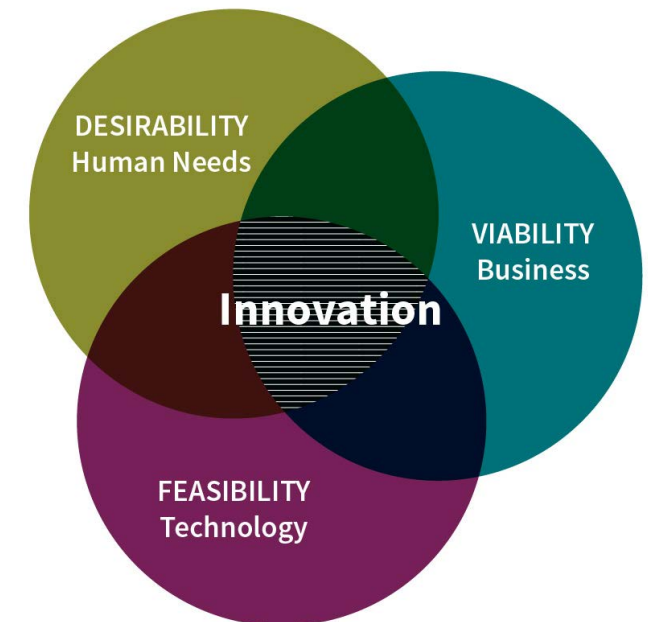
Solving problems vs. building features

It's easy to get caught up in the delivery of new features and forget about the needs of stakeholders (both end users as well as business). Now we do not only build software faster, but with modern analytics we have instant access to data, which represents potential input for the new ideas or improvements. To take advantage of that speed and instant input agile teams must become more autonomous and multi-disciplinary. The focus is shifting towards opportunity finding and problem solving rather than building features.

"Why are we building this and is this the best way to solve a user problem?"
" What value does it create for our business?"

Design Thinking (DT) is a problem solving methodology that leads to solutions at the intersection between user needs, technical feasibility and business requirements. As a discipline which originated in the design world DT takes advantage of the human-centric approach, systems thinking and visual communication.

It has gained enormous popularity in the recent years, to the degree that it is now part of the curriculum of many major business schools (Design in Tech report, page 18). The question is not whether it is valuable, but how your organization should leverage its potential.
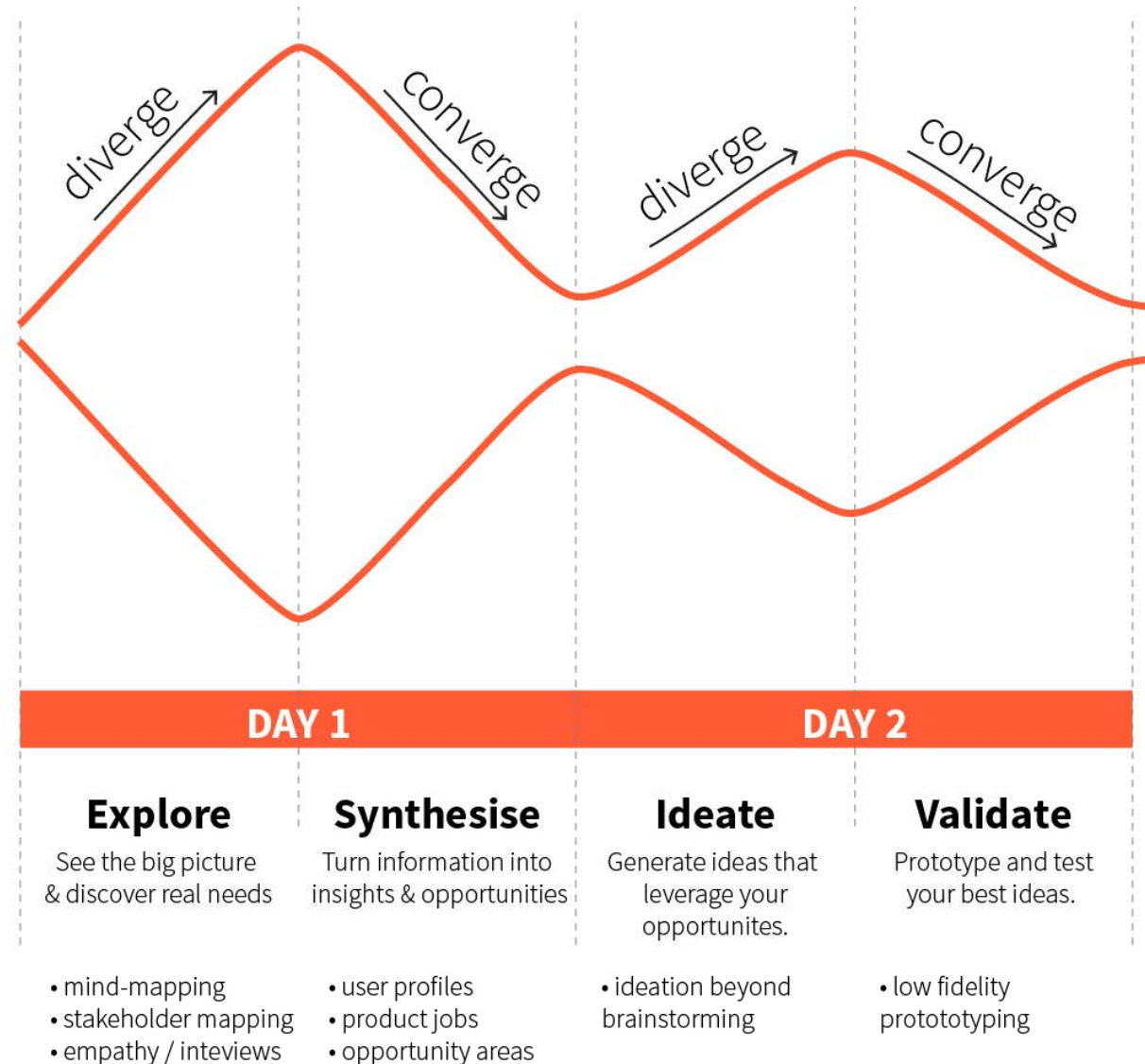
Hands-on Design Thinking Training

2 Day training program

Design Thinking is a flexible methodology, therefore our 2 day hands-on training is designed to teach you the main principles, mindsets, methods and tools. Following the **"learning by doing"** approach you'll experience the whole process by working on a real case.

Impressions from a DT training at Capgemini in London (March 2017)

The training program follows the divergent/convergent Design Thinking process:

diverge · converge · diverge · converge

DAY 1	**DAY 2**
Explore	**Synthesise**	**Ideate**	**Validate**
See the big picture & discover real needs	Turn information into insights & opportunities	Generate ideas that leverage your opportunites.	Prototype and test your best ideas.
• mind-mapping • stakeholder mapping • empathy / inteviews	• user profiles • product jobs • opportunity areas	• ideation beyond brainstorming	• low fidelity protototyping

Practical information

For whom

We offer this course in two versions:

For Agile Teams

Here the focus is on applying the DT process to enhance the work of an agile team. We'll teach you methods and tools to:
- explore and understand the big picture,
- turn information into valuable insights,
- generate a multitude of innovative ideas,
- quickly prototype and validate initial ideas.

For Product Owners

Here the focus is on applying DT methods and tools to bridge the gap between users, business and technical implementation. We'll teach you methods and tools to:
- understand and map stakeholder relationships and needs,
- align stakeholders using boundary objects,
- help your team generate and explore ideas,
- validate and prioritize potential solutions.

Our trainers

Marta Marszal

is a senior Strategic Design consultant and facilitator. With more than 10 years of experience in fields like architecture, brand and communication strategy, service design and systems thinking she brings a diverse skillset and point of view to the table. She has helped companies like Cisco, Capgemini and ING to inject creative processes into their DNA.

Marta will be supported by one of our experienced co-facilitators.

About Remember to Play (RtP)

We are a Strategic Design consultancy which helps organizations to discover new market opportunities and develop services/products that solve real customer problems. We don't follow the usual consultancy model. We co-create with you to deliver long lasting change within your organization.

> **"The shift towards new technologies requires from us engineers not only new technical skills but also a new approach to problem solving. In this Design Thinking training we learnt useful methods and tools to understand customer needs and generate solutions in a creative way."**
>
> Charles Ogwe
> Senior Developer
> Capgemini, London

Book a Training

Public Trainings

You can join one of our public trainings. This way you'll get the opportunity to meet professionals who face similar challenges - a great way to learn from their experiences.

Upcoming training dates:
DT for Agile Teams: 19-20th Oct 2017 > **BOOK**
DT for Product Owners: 16-17th Nov 2017 > **BOOK**
Max. 16 participants, min. 8 participants

Pricing

1.200€ per participant (early bird: 990€)
The price includes all training materials (incl. handouts), drinks & snacks, lunch as well as a free 30min consultation with the facilitator.

Location

Remember to Play
De Ruijterkade 143,
1011AC Amsterdam

Private in-house Trainings

The highest value comes from an in-house training. This training will be customized to your specific needs and we'll work on real-life case that is relevant to you. This way your team will see how DT can be applied in your organization's context.
Training dates: upon request > **BOOK**
Max. 16 participants. min. 8 participants

Pricing

1.490€ per participant
The price includes all training materials (incl. handouts), drinks & snacks, lunch as well as a free 30min consultation with the facilitator.

Location

In-house at your location or our office:
Remember to Play
De Ruijterkade 143
1011AC Amsterdam

"**Initially I was sceptical, but eventually I saw how taking a step back opened up new ways of thinking. This was a very valuable experience.**"

Maya Gopaul,
Java Developer
Capgemini, London

Questions or suggestions?

Get in touch!

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