

## XLBH0001 Design Thinking

Note: Whilst every effort is made to keep the syllabus and assessment records correct, the precise details must be checked with the lecturer (s).

<b>Academic session</b>	2019 - 20
<b>Module</b>	Design thinking
<b>Code</b>	XLBH0001
<b>Module Delivery</b>	tbc
<b>Related deliveries</b>	None
<b>Prior deliveries</b>	tbc
<b>Level</b>	Postgraduate
<b>FHEQ Level</b>	L7
<b>FHEQ credits</b>	15
<b>Term</b>	Term 1
<b>Module leader</b>	Mikko Korja
<b>Contributors</b>	tbc
<b>Module administrator</b>	Aeesha Adams

### Aims

The aim of this module is to:

- Enhance student's ability to use design approaches and tools for identifying and implementing human centered innovation opportunities. Students are expected to deploy knowledge learned in this module into parallel running Collaborative Project module.

### Learning Outcomes

The module will introduce students to a systematic design-based approach aimed at identifying and implementing user centered innovation opportunities. On completion of this module students should be able to:

#### Knowledge and Understanding

- When and how to use range of Design Thinking tools Skills

#### Subject-specific skills

- Select appropriate tools to inform project development
- Appropriate use of the Design Thinking tools in a parallel module

#### Key/transferable skills

- Develop communication skills in diverse teams
- Developed a systematic approach to tackle complex projects
- Apply tools in a project context
- Work with variety of stakeholders
- Understand how to tackle 'wicked' problems
- Be able to deliver a succinct presentation to communicate key facts

### Availability and prerequisites

The module will be restricted to this programme for 2019 – 2020.

### **Content**

- Visualization, using imagery to envision possible future conditions
- Journey mapping, assessing the existing experience through the customer's eyes, using customer oriented data collection techniques
- Value chain analysis, assessing the current value chain that supports the customer's journey
- Mind mapping, generating insights from exploration activities and using those to create
- Design criteria
- Brainstorming, generating ideas
- Rapid concept development, assembling innovative elements into a coherent proposition that can be explored and evaluated
- Rapid 'prototyping', expressing a new concept in a tangible form for exploration, consumer testing, and refinement
- Consumer testing
- Storytelling

### **Delivery**

The module is delivered through lectures, tutorials and supervised time in workshops.

### **Assessment**

<b>Method of Assessment</b>	<b>Weight %</b>
Report (2500 words)	80
Presentation	20