

## Product and Service Development

- How long?** several days – distributed over up to 12 weeks
- What?** A hand in hand management of your innovation process, through an application of agile and user centered methods.
- Work mode:** In teams of up to 6 people, each accompanied by an external Design Thinking Coach. Possibility of creative boosts support. Project is initialized through a kick-off workshop, then coaches accompany the client during regular working days. Methodical support is also offered between the project days.
- Content:**
- Be part of an interdisciplinary team
  - Work in an agile and user-centered way
  - Learn basics of Design Thinking: Methods and Mindset
  - Understand and discuss the given problem
  - Explore new fields of action
  - Gain knowledge in user comprehension, brainstorming methods, rapid prototyping, testing, iteration

### This offer is for:

- Companies and Associations
- Institutions for education and research such as Universities and Research Institutes
- NGOs
- Public facilities
- Initiatives, Foundations, Clubs, and Think Tanks
- etc.

### Venue:

In your premises or in another suitable place.