GOAL: Create a course using Articulate 360

Articulate 360 Course Title: **Design Thinking Tools for Creating Training**

Content:

DESIGN THINKING/YZA SANTIAGO/

COURSE TOPIC	TITLE	LEARNING OBJECTIVES	AUDIENCE
1	Design Thinking Tools for Creating Training	At the end of the course, the trainers should be able to: • Define design thinking • Discuss the design thinking process • List tools to use for each step of design thinking when building a training session or creating course modules	Students such as: -trainers -facilitators -course builders

BODY

What is Design Thinking?

Design thinking is an innovative problem-solving process to generate effective solutions. As a process, it has a basic structure that focuses on deeply understanding the audience and their challenges to creatively solve their problem.

So, what constitutes the design thinking process?

EMPATHIZE > DEFINE THE PROBLEM > IDEATE > PROTOTYPE > TEST

Let us look at each step of the design thinking process and how we can apply it in a training session.

1) **Empathize** = Empathy is about experiencing the feelings of others. In this step, you are trying to understand what it is like to be in your audience's shoes and to experience their learning challenge. How can we research our audience and their challenges?
    a. Field Research – talk to your audience and observe them how they do their job
    b. Interviews – speak with the supervisor or staff to understand their pain points while doing their job
    c. Personas – create fictitious person with collective characteristics of your audience
    d. Empathy maps – a visual tool to understand what the persona thinks, feels, says, and does when faced with the learning challenge

2) **Define the Problem =** This step involves understanding the challenges of your target audience through research and examining them from different angles and perspectives. Here, a problem can be defined as a measurable performance goal. What tools can we use to define the problem?
    a. Root Cause Analysis – use this to identify possible reasons why the audience is having their learning challenges
    b. Use the "How might we" statement—for example, "How might we help sales representatives quickly access the information they need?"
    c. Action mapping is a visual approach to identify the process/actions your audience are doing to do their job. By doing this, you identify the action that causes the particular problem
3) **Ideate** = this step is the practice of conceiving ideas. This is where you create potential solutions to the performance problem you defined during your research. What tools can you use to generate possible solutions?
    a. Brainstorming with sticky notes—You can use this technique to allow your audience to write down their potential solutions to a learning challenge they experience. They write each solution on a sticky note, then post it to a wall that everyone can see and organize later during the discussion.
    b. Sketching—This technique is also called visual brainstorming. Even stick figures or geometric shapes let your audience explore their free-flowing ideas.
    c. Manipulative Verbs – this technique involves listing a list of verbs that are related to the idea you are trying to conceive. This allows mixing and matching words to see what ideas are created
    d. Mind Maps – these are drawings of connected ideas to explore several aspects of the learning challenge your audience is facing. This allows them to see the bigger picture and explore solutions
4) **Prototype** = This step involves hands-on exploration and creating a model of your potential solution. This can be a low-resolution version, such as a sketch, drawing, or even cardboard artwork. What tools can we use to create a prototype?
    a. Sketching—Using paper and pencil or a digital drawing tool, prototype sketches are much more elaborate and detailed. This involves visualizing all the possible responses to an interaction.
    b. Mockups are simulated versions of ideas that usually replicate how the solution will look and behave. They can range from a Styrofoam or cardboard model to a working user interface in digital products.
    c. Small implementation—If the idea is something like learning to use social media or face-to-face training, your prototype will implement the approach for a small group of people.
5) **Test =** This last step involves getting feedback from your audience and refining your prototype. Through testing and iterating, you will improve your solution.
    What tools can we use to test our prototype?
    a. Field Research—In this technique, you allow your audience to use your prototype and observe how they use it unguided.
    b. Interviews – here, you allow your audience to use the prototype you've made and ask them questions about their feedback

As Design Thinking is a problem-solving process, using a set of tools to equip your learners to address their learning challenge will definitely help you solve a performance goal for your learners.

QUIZ

Answer the questions below: (answers in yellow highlight)

1. What is design thinking? (MCQ)
    a. Design thinking is an approach to empathize and understand your users.
    b. Design thinking allows to solve a problem.
    c. Design thinking is an innovative problem-solving process to develop effective solutions.
    d. Design thinking is getting feedback from users from their challenges.

2. What is the step-by-step process of design thinking? (Sequence)
    EMPATHIZE > DEFINE THE PROBLEM > IDEATE > PROTOTYPE > TEST

3. Choose the tools that you can use to generate ideas for a solution. (Multiple Answers)
    a. Brainstorming with sticky notes
    b. Mockups
    c. Sketching
    d. Mind maps
    e. Interviews
    f. Manipulative verbs
    g. Action Mapping
    h. Field Research

REFERENCES

Design Thinking for Instructional Design (Malamed, C.) . How To Use Design Thinking In Learning Experience Design (theelearningcoach.com). Accessed 20 January 2022.

Process:

1. Write the manuscript.
2. Develop the course in Articulate 360.
3. Publish course based on requirement (web/LMS).
4. Upload published course in website/LMS as needed.

View Published course here:
https://projects.itswyza.com/elearning/designthinkingtoolsfortraining/story.html