

PLAY 4 PERFORMANCE DESIGN THINKING GAMIFIED (CORPORATE EDITION)

INTRODUCTION

Divergence is a fast-paced storytelling game from the deep dive into the behaviors and needs of a character, the quick-fire nature of rapid prototyping, to the strong emphasis on user-centricity in elevator pitches - the game's focus on innovation and storytelling will guide you through various skills and experiences within the design thinking process, without you knowing it.

LEARNING OBJECTIVES

- Four core phases of design thinking: Empathy (understanding our users), Ideation (creating opportunities), Exploration (consolidating potential solutions), Pitching (presenting final ideas)
- Introduction to design and design thinking
- Application of design thinking and innovation to a corporate context



	HALF DAY / WHOLE DAY
CONTENT	<ul style="list-style-type: none">• Introduction to design• Divergence Round 1 - Empathy: Understanding our users• Divergence Round 2 - Ideation: Creating opportunities• Divergence Round 3 - Pitching: Consolidating and presenting final ideas• Debriefing and introduction to design thinking• Design thinking, innovation and transformation in a corporate context
CAPACITY	20 - 40 pax