Design Thinking &
Agile Project Management Training

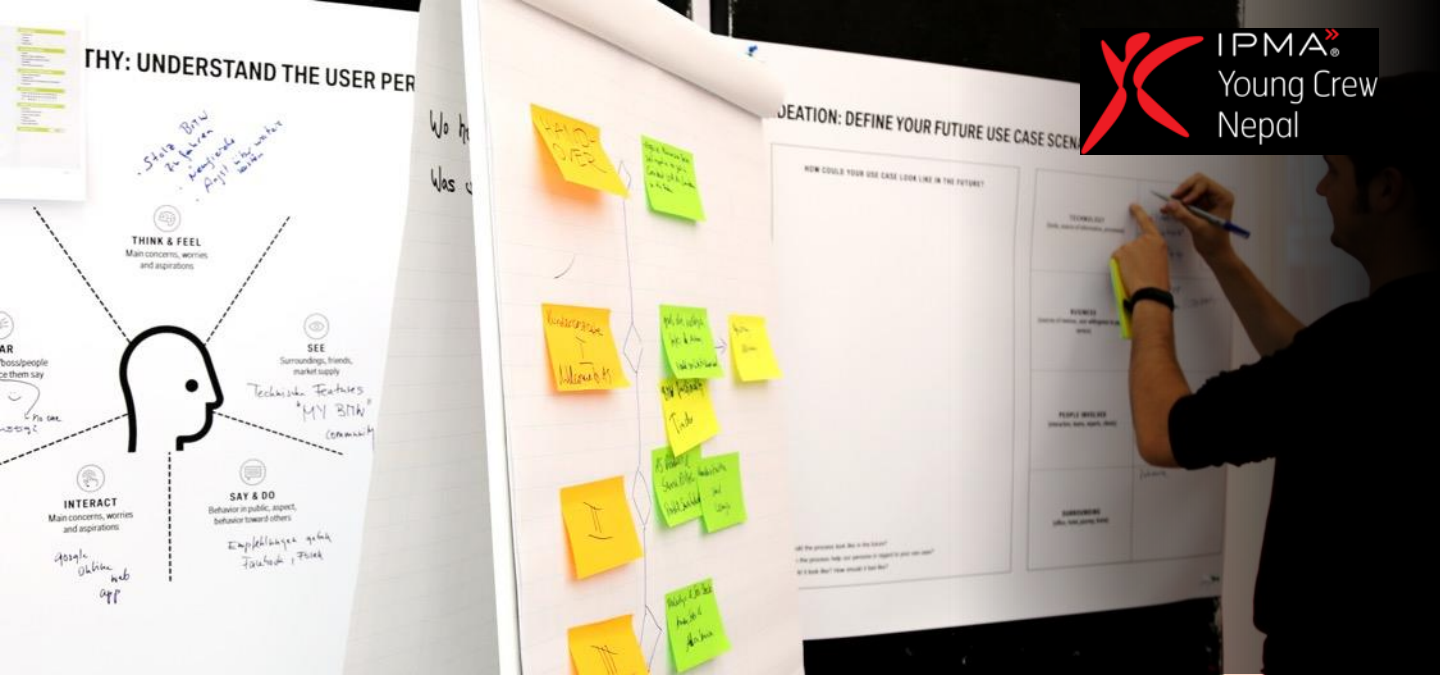
How to build product and service innovations that don't fail?

10 am – 5 pm, March 20-21, 2020
Kathmandu Marriott Hotel

For sponsorship or registration:
info@pman.org.np

PMAN project management association nepal

IPMA Young Crew Nepal



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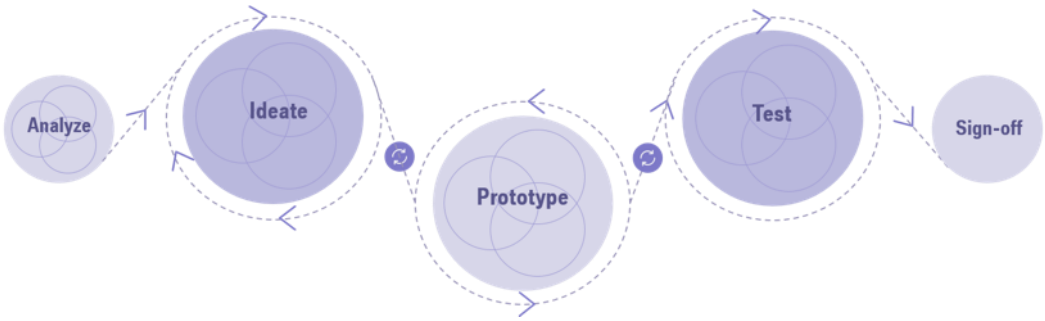
Design Thinking & Agile Project Management

React to a fast-changing market by identify user needs and applying Design Thinking and Agile Project Management.



Design Thinking, Agile, LEAN Startup - What is all the buzz around this?

These methodologies favor experimentation over elaborate planning, customer feedback over intuition, and iterative design over traditional up-front development. Many companies worldwide are changing their processes away from conventional project management approaches.

This training gives a basic introduction to these three methodologies.

By the end of the training, you will understand the importance of placing the customer at the heart of your innovation process. You will learn how to test new ideas to meet your customers´ expectations, and you will have a rough understanding of structuring an agile project.

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Details

During two highly interactive days, the participants get familiar with the process and different ideation methodologies and frameworks of Design Thinking, Agile, and LEAN. They will walk through the complete innovation process, ideating and building solutions for a real use case.

Objectives

- ✓ Gain an understanding of the terms and approaches
- ✓ Walk through the user-centered-innovation process and learn frameworks for ideating, designing and evaluating solutions which distinguish themselves in the market
- ✓ Understand the basic principles of agile working

Agenda

At the beginning of **day one**, we will analyze the problem space by immersing ourselves with the user and his environment. Through user interviews, personas, and customer journeys, we identify user needs and actionable insights, which we turn into a solution space. The definition of a customer value proposition signals the market demand. Having this in mind, we ideate and prototype new products and service offerings, with a robust Unique Selling Point (USP).

On **day two**, iterative testing and user feedback help us to improve the solutions. After the first presentation, the second half of the day is about agile project management. A guest speaker joins us and talk about his experience of agile development and remote team setup.

The participants reflect their ideas on the business viability and feasibility. They sketch a rough project roadmap. Additionally, we discuss the LEAN approach and how to define measurable success criteria as "Definition of Done" in agile development.

Fee

NRs. 6,000.

Participants will receive stationery, lunch, refreshments, and certificate of participation.

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Trainer

Susanne Feldt is a product designer (UX/UI) and Design Thinker specialized in digital User Experience for applied AI and analytics applications.

She supports project teams to find the balance between desirability, viability, and feasibility to design the best user experience for their products and/or services.

As a Design expert, her skill is to make ideas tangible. In her work she combines human-centered design methodologies (market & user research, rapid prototyping, testing), change practices (establishing a diverse team setup, internal processes, culture, and collaboration), and co-creation with Subject Matter Experts.

Workshop Facilitation - Design Thinking
Susanne is an experienced workshop facilitator and trainer. Her speciality is Design Thinking. Through co-creation workshops she helps teams to find a shared vision and a roadmap on how to approach product innovation.

- Workshop facilitation for C1-Level Management
- Design Training on Usability, Digital Design

User Experience Design - Design Doing
Susanne is also a design practitioner and acts between the product owner and the agile development team. In her work, she defines functional and stimulating user interaction.

- Design & concept of various analytics use case B2B-applications
  (BI-Dashboards, web-based and native applications)
- Agile product design of a medical App & service to detect dementia
  (from ideation - MVP - Pilot - preparation of the clinical trial)

Relevant Experience
Susanne has eight years of work experience in Design and Change Management. In the past four years, she worked in an innovation unit called the Garage at Deloitte Germany and specialized in Data Analytics/ Artificial Intelligence Solutions. She specializes in Innovation Consulting and focuses on the organizational aspects, like how to build up Data Analytics Capabilities, how to define data-driven-use-cases, and how to execute them by including agile, LEAN and Design Thinking principles.