



Photo: Jean-Charles Queffelec

CONTINUING EDUCATION

USE INNOVATION / DESIGN THINKING

How can we create new values in products and services?
How can we rediscover our clients' fundamental expectations?
How can we change your approach to innovation to help you stand out from your competitors?

DESIGN THINKING

Design Thinking is a user-centered approach that aims to ensure a better understanding of new expectations. This approach helps to lead to more innovative solutions which break with existing offers. Since its practical application means going through all the stages of Design Thinking (Empathy/Observation – Definition – Creation – Prototyping – Test), training in use innovation is cross-cutting and illustrates the full potential of this approach.

The aim: innovating by proposing new uses which can be delivered by products and/or services.

PUBLIC

- Project Managers, R&D, Innovation, Marketing, Production, After-sales Service, Admin, Finance Staff, etc.
- Participants: 4-8 people

OBJECTIVES

At the end of the training program, you will be able to use the approach and tools to:

- Observe users and imagine their needs
- Use the creative dynamic to generate new ideas
- Make rapid prototypes of new uses to consolidate the concept and integrate the user experience
- Design business models tailored to the new uses and measure value creation

LEARNING BY DOING

The school has always championed project-led teaching, the aim being to apply the knowledge transmitted to the learner and to test it in the context of a real project. This immersive approach encourages the use of methods and techniques, and develops soft skills such as empathy, creativity, team work and the Maker mentality. This pedagogical method, led by a designer, gives learners the confidence to take a different approach to the innovation process and to embrace the concept of Design Thinking.

DURATION

4 days inter-company training with a theme suggested by the school or **5 days intra-company** training with a specific topic of your choice

LOCATION

Nantes or in-company

COST

Inter-company: €2,000 net/participant for 4 days

Intra-company: please contact us for details

FINANCING

Financing may be covered by the employer or by a collection body (OPCO) or Pôle Emploi (French employment agency).

CONTACT

Continuing Education Team

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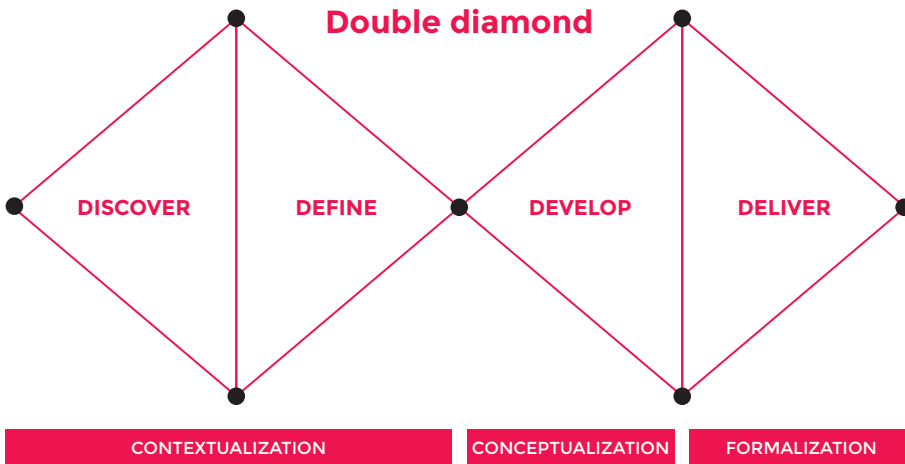


**CONTINUING
EDUCATION**

BUSINESS STRATEGY

ORGANIZATION OF THE TRAINING

The training revolves around a project which is developed in 4 stages based on the double diamond model



DISCOVER

This stage is the opportunity to observe users in a context of utilization and to map all the elements that come into play in the project. This observation is based on tools and methods that make it possible to collect a great deal of information.

DEFINE

The collection of information on the context of use and the user makes it necessary to organize this data in order to get a better picture of the complexity of the context and consequently redefine the research question.

This stage involves acquiring know-how in order to be able to define the user problem.

INSTRUCTOR

Marion Lefeuvre

Designer

or

François Ruaud

Designer

DEVELOP

Starting from a research question, the aim is to open up a sphere of possibilities to explore several concepts and develop the most relevant in the form of user scenarios. The training provides many tools and techniques for fully understanding the potential of this stage.

DELIVER

The creation of innovative solutions requires illustrating and prototyping the concept to better assess the creation of added value and the feasibility of the project. During this phase, the participants learn to use visualization and assessment tools to communicate the successful concept more effectively to users and decision-makers.

ASSESSMENT-VALIDATION

Assessment of the work or exercises carried out during the training by the instructor.

OUR REFERENCES

SNCF / SIGMA / MAIF / ESSILOR / ORANGE...

TESTIMONIAL

“The 5 days of training were seen as being really useful by all the participants. They helped to blur the boundaries between the different IT professions. It was an opportunity for the group to question and challenge our methods of designing our projects, as well as encouraging us to move towards breakthrough innovations.”

Benjamin Lecardeux,

Head of Urban Planning, Innovation and Expertise division at SNCF DSI Voyageurs

L'ÉCOLE DE DESIGN NANTES ATLANTIQUE

Created in 1988, and member of the “Conférence des Grandes Écoles”, L'École de design Nantes Atlantique trains professionals to become Designers through initial training or continuing education.

L'École de design Nantes Atlantique is a member of Cumulus, International Association of Universities and Colleges of Art, Design and Media.

It offers a range of corporate services and design promotion: internships, work-study contracts, continuing education, prospective studies, research contracts, innovation watch and organization of themed events.

As such, the school is involved in many national and international professional networks.

It maintains a close relationship with the world of business and industry and has a broad experience in design practice.

Training program selected by Opcalia



Training program registered with



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Siret N°: 334 055 902 000 46 - Declaration of activity n°: 52 44 00807 44 with the Pays de la Loire regional prefecture.