



Pearson

Design Thinking





What is Design Thinking?

Design thinking is a process for creative problem solving that helps you find innovative, human-centered solutions. It helps teams dig deeper using methods and tools that originated in the design world but are more widely applicable.

Design thinking can help schools bring teams together to rethink and redesign their online programs to give students the best learning experience possible. How much better could your online learning programs be with a reimagined approach, tools, and pedagogy?

Consider hosting a Design Thinking workshop

It might be time to rethink your curriculum. Design Thinking helps you bring together your ideal offerings with what is technologically feasible and economically viable. It also allows people who aren't trained as designers to use creative tools to address a vast range of challenges.

Assembling your team

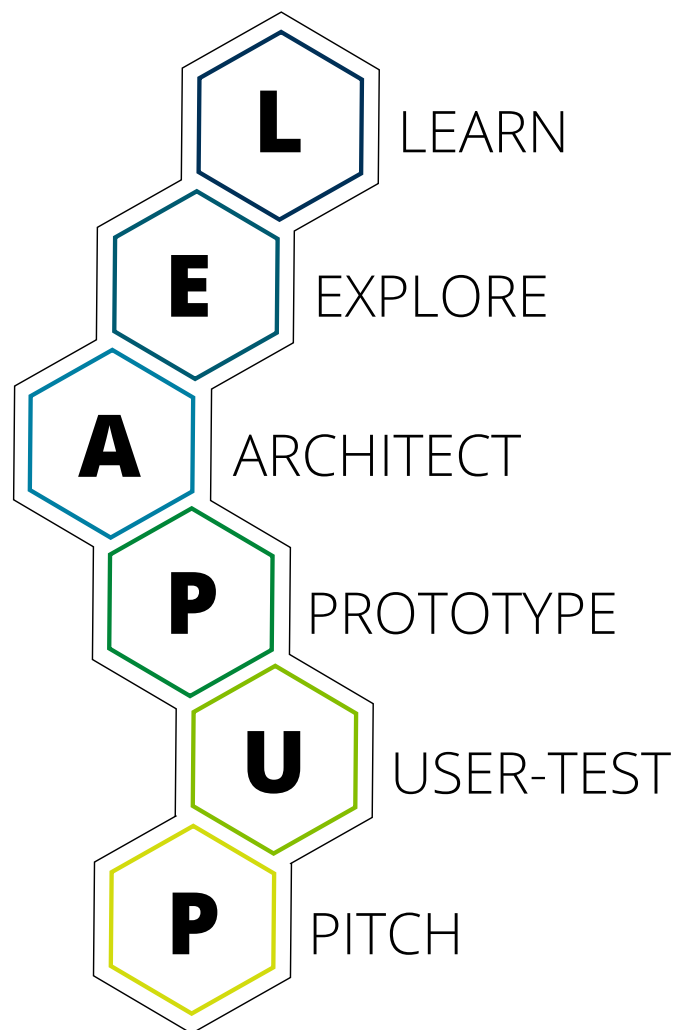
You have a project in mind that you'd like to brainstorm, but who should be included on your team for this important work? Consider bringing together:

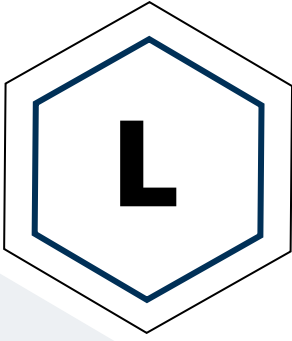
- ✓ Curriculum specialists
- ✓ Deans
- ✓ Instructional Designers
- ✓ Faculty
- ✓ Students
- ✓ Others

Design Thinking strategies give you insight into what learners need, allowing you to constantly update your offerings so you can provide the best possible online learning experiences.

The Design Thinking Model in action

Here's an example of a Design Thinking Model that you could use as you reimagine your online programs for future success. It typically includes the following stages.





LEARN

What We Know

- Current findings from all stakeholders
- Introducing design thinking



EXPLORE

Creating Empathy + Drawing Insight

- Interview + map your conversation
- Chart observation to insight
- Discuss game changing ideas



ARCHITECT

Solutions with Learning Design Principles

- Brainstorm Solutions
- Explore/ apply learning design and user experience design principles to validate and support solutions



PROTOTYPE

Craft Design

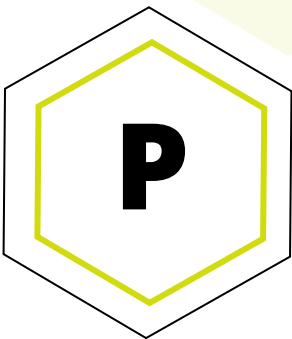
- Sketch, storyboard, diagram, build a physical representation of your solution
- Seek feedback from surrounding groups for direction and validation



USER-TEST

Gather Feedback

- Define test plan and build question guide
- Demonstrate and discuss solution/ prototype with user
- Iterate + refine design based on feedback



PITCH

Share Learning and Solution

- Share learnings and demonstrate proposed solution to whole group



Our Design Thinking Workshops help our partners rethink and redesign the online experience so that students get the most out of their learning.

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