

HUMANISING THE FUTURE

Using Future Forces and Design Thinking to Innovate

PUBLIC WORKSHOP

15 & 16 MAY 2019

VENUE:

The Design Council
Angel Building
407 St. John Street
London EC1V 4AB
United Kingdom

REGISTER



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LONDON



Join us for a fun, immersive and educational workshop where you'll learn about Design Thinking and Futures Forces while getting hands-on experience with practical tools that will make your innovation efforts more effective and future-proofed.

In our two-day course you'll learn:

- Benefits of taking a futures-oriented focus to innovation, using our 'Future Forces' Toolkit
- A mind-set + toolkit for applying human-centred design, using the LUMA System of Innovation

AGENDA

DAY 1

INTRODUCTION

The different types of innovation and how human-centred design can help manage the risks of developing new products & services

IDENTIFYING KEY PEOPLE & PROBLEMS

How to focus on the key stakeholders, understand their needs (using Ethnographic & Participatory Methods), prioritise the problems, and clearly define Insights (what an Insight is and how to construct robust ones)

GENERATING IDEAS & GETTING FEEDBACK

How to generate ideas using an alternative to traditional brainstorming, communicate ideas quickly, and give and receive constructive criticism

DAY 2

HUMANISING THE FUTURE

The benefits of taking future-oriented approach to innovation, and an introduction to Future Forces and Future Personas.

ENVISIONING & COMMUNICATING

How to generate many diverse ideas, prioritise them, and create Value Propositions. Plus how to test ideas as early as possible and get feedback.

WRAP-UP

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