Formation
Learn about Design Thinking (initiation au Design Thinking)

Durée de la formation : 8 heures
Date de la session : du 01/03/2027 au 31/05/2027

Dates précises : From 01/03/2027 to 31/05/2027
Horaires de la session : Independently, at your own pace

Lieu : En e-learning (en ligne) - OpenClassrooms platform

Nombre de places maximum : 5

Formateur(s) : OPENCLASSROOMS

Prérequis sur cette formation : None

Public ciblé : Université de Bordeaux staff and site/PUI partners

Public prioritaire : Researchers, teachers, PhD students, research support staff, team leaders, managers, anyone interested in innovation in all its forms

Date limite d'inscription : 19/02/2027

Objectifs :
Would you like to develop meaningful, impactful projects?

Do you want to learn how to work in a different way?

Then you've come to the right place!

In this introductory training, you will discover a step-by-step method to lead projects in an innovative way by following the design thinking methodology!

From formulating a problem to designing a tailor-made solution, you will learn how to identify the needs of your target audience(s), like an arrow to the bullseye!

By the end of this training, you will be able to:

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understand the challenges of design.

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master the overarching principles and five steps of the design thinking process.

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incorporate design thinking into your everyday professional activity.

This training receives government funding managed by the Agence Nationale de la Recherche (National Agency for Research) under the plan France 2030, with the reference ANR-21-EXES-0004.

Programme :
Part 1: Navigate the World of Design

1. Get the most out of this course

2. Let go of design myths

3. Develop your sense of observation

4. Discover the methodologies of human-centered design

5. Quiz

Part 2: Follow the five steps of design thinking

1. Step 1: Gather user needs with an empathetic approach

2. Step 2: Precisely define the problem to be solved

3. Step 3: Brainstorm using the best creativity techniques

4. Step 4: Develop a solution for continuous improvement

5. Step 5: Test your concept with end users

6. Quiz

Part 3: Implement design thinking in your line of work

1. Identify opportunities to improve products or services in your work

2. Leverage the best digital tools to facilitate remote collaboration

3. Get those around you on board with your innovation process

4. Quiz

Pour tout renseignement complémentaire :
Chargé(e) de formation : mailto:bf-formations.innovation@u-bordeaux.fr
Pôle AGRH – service développement des compétences

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