

## Design Thinking: From Ideation to Implementation

**Instructor:** Phat Le

**Teaching Assistant:** TBD

**Date & Time:** Tuesdays & Fridays, 2 pm - 3:30 pm

**Location:** Online, Zoom Meeting

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### I. Course Description:

- This course is the extension of Otus Summer Course 2023 on Design Thinking.
- Through this course, students will have a fundamental understanding of Design Thinking (curriculum developed by Stanford School of Design's) from a theoretical and experiential standpoint, and how to apply the principles to building their own prototype of a product/service.
- Furthermore, the course will dive into the business aspects of product launch including product-market fit, revenue streams, cost structure, go-to-market strategies, etc. so that students can formulate business plans for their respective products
- Intended Output: 4 Iterations of prototype development, together with a thorough complementary business plan.

### I. Miêu tả khóa học:

- Khóa học này là phần tiếp theo của Khóa học Hè Otus 2023 về Tư Duy Thiết Kế.
- Qua khoá học này, học sinh sẽ được trang bị kiến thức cơ bản về Tư Duy Thiết Kế qua giáo án của trường đại học Stanford, cũng như được thực hành để sáng tạo và xây dựng các sản phẩm và dịch vụ của từng nhóm học sinh.
- Khóa học cũng sẽ khám phá các tiêu chí kinh doanh cần được quan tâm khi ra mắt sản phẩm, bao gồm: sự phù hợp giữa sản phẩm và thị trường, triển khai nguồn thu nhập, xác định cấu trúc chi phí, chiến lược đưa sản phẩm ra thị trường. Thông qua việc khám phá các tiêu chí này, học sinh có thể xây dựng cho mình một bản kế hoạch kinh doanh đi kèm cùng với sản phẩm và dịch vụ.
- Đầu ra cho mỗi nhóm học sinh: 1 sản phẩm hoàn chỉnh thông qua 4 lần triển khai, 1 bản kế hoạch kinh doanh tương ứng.

### II. Syllabus:

Session	Content	Homework
Week 1.1: Design Thinking Theory	Learn the 5 steps of Design Thinking including Empathize, Define, Ideate, Prototype, and Test	Building a slide-deck describing the product that the team will be developing (problems, features, production)

<b>Week 1.2: Let's Talk Product</b>	<p>Through analyzing the case study of Airbnb, learn the different aspects of product/service in a pitch deck, including</p> <ol style="list-style-type: none"> <li>1) Problems that are being addressed</li> <li>2) Features developed to address the problems</li> <li>3) Who would be using this product?</li> <li>4) What is the customer journey?</li> </ol>	Teams start building the first prototype of their product and a complementary pitch deck
<b>Week 2.1: Prototype Presentation #1</b>	<p>Presentation of the first prototype, covering the following points:</p> <ol style="list-style-type: none"> <li>1) Problems</li> <li>2) Features &amp; Value Propositions</li> <li>3) Target users</li> <li>4) User Experience (UX)</li> <li>5) Self-reflection on where to improve, with questions</li> </ol> <p>Teams will cross-analyze each other's products, using the knowledge learned from Session 2, and give feedbacks on improvements</p>	Teams improve their prototypes and edit and pitch deck. At this point, each team should have one prototype ready, and an introduction of the prototype detailed in their pitch deck
<b>Week 2.2: Let's Talk Market</b>	<p>Teams will learn how to think about the market and its demand through doing 2 market sizing cases. Teams will present their findings towards the end of the session</p> <p>Theoretical concepts: Market, Market Size, Market Share, Demand &amp; Supply, TAM-SAM-SOM</p>	Teams calculate the size of the market that their product will be launched in. Question to think about: How much of the market share can the team acquire?
<b>Week 3.1: Prototype Presentation #2</b>	<p>Presentation on the second prototype, together with the market size.</p> <p>Teams will cross-analyze each other's 2nd iteration and market analysis, using the knowledge learned from session 4, and give feedbacks on improvements</p>	Teams work on their prototype and edit their pitch deck to include a simple market analysis
<b>Week 3.2: A Conversation on Product-Market Fit</b>	<p>Definition of Product-Market Fit</p> <p>From Product &amp; Market Analysis, teams will discuss whether the prototypes are good to be launched into the market</p>	<p>Teams will make a decision to kill or continue their ventures at this point, with product market fit taken into consideration</p> <p>If killed, teams go back to square 1 If continued, teams will launch their products into the market.</p> <p>In preparation for the launch, team will have to build a list of required</p>

		capital and a timeline
<b>Week 4.1: On Business Models</b>	<p><b>Definition of a business model</b></p> <p>Analyzing 3 different business models of different scales to understand how businesses interact with customers:</p> <ol style="list-style-type: none"> <li>1) A school (Yale University)</li> <li>2) An artist ()</li> <li>3) A coffee shop chain (Phê La)</li> </ol> <p><b>Factors to analyze:</b></p> <ol style="list-style-type: none"> <li>1) Revenue Streams</li> <li>2) Cost Structure</li> <li>3) Target Customers</li> </ol>	Teams a business model for the product
<b>Week 4.2: Business Model Workshop</b>	Teams present their business models and receive feedbacks from mentor & other students	Teams work on their business model & prototype
<b>Week 5.1: Guest Lecture on Business Model</b>	<p><b>Guest: Manager of TLinh.</b></p> <p>Teams will learn the behind-the-scenes of show business &amp; how the supporting team of an artist operates</p>	Teams work on their business model & prototype
<b>Week 5.2: Let's Go To the Market!</b>	<p>Continue on the 3 cases in Week 4.1, students will analyze the different strategies that these businesses go to market:</p> <p>Students will ultimately learn about 3 types of go-to-market strategies:</p> <ol style="list-style-type: none"> <li>1) Inbound Strategy</li> <li>2) Sales Enablement Strategy</li> <li>3) Demand Generation Strategy</li> </ol>	Teams work on their business model, go-to-market strategy & prototype
<b>Week 6.1: Final Workshop</b>	Workshop on pitch deck, next steps & launch date	Teams continue to work on their prototype and business plan
<b>Week 6.2: Final Presentation</b>	<p>Final presentation on product, with a fully complete business plan that includes:</p> <ul style="list-style-type: none"> <li>- Product-Market Fit (Product &amp; Market Analysis)</li> <li>- Business Model</li> <li>- Go-to-Market Strategy</li> </ul>	Final

### III. Grading:

Participation: 10%

3 Presentations of Prototype: 45%

Business Plan: 45%

### IV. Reading Materials: