



# ExperienceInnovation™ | Aware Virtual

in collaboration with IDEO

## AT-A-GLANCE

An introduction to human-centered design

2-hour virtual workshop

For remote teams and individuals

Available for 10 to 40 participants

Delivered virtually by an ExperiencePoint-trained facilitator

*Learn the essentials of human-centered design.*

## OVERVIEW

Learn the fundamentals of human-centered design (HCD) with ExperienceInnovation™ | Aware Virtual. This workshop is delivered virtually by an ExperiencePoint-trained facilitator, and guided by our proprietary simulation, giving participants the opportunity to actively engage in learning and to get hands-on application with the tools of human-centered design.

ExperienceInnovation™ | Aware Virtual provides a compelling case for putting customers at the center of problem-solving and an awareness of the mindset, habits, tools and techniques of an innovator.

ExperienceInnovation™ is a family of experiential design thinking workshops built in collaboration with IDEO that inspire and equip teams with the tools they need to innovate and creatively problem solve.

## PARTICIPANT PROFILE

Any virtual team or individual, regardless of their level, function or industry, can use the tools and techniques of human-centered design to successfully problem-solve and drive innovation in their everyday work.

## OUTCOMES

The HCD process and which types of problems it can help solve for:

How to use an empathetic, user-centered mindset to understand problems in order to generate innovative solutions.

Ideation and the refinement of concepts for solutions.

How to test and validate solutions to identify the ones that are likely to produce desired business outcomes.

## ADDITIONAL DETAILS

A highly immersive and hands-on experience for learners.

Delivered by an ExperiencePoint-trained facilitator with Zoom Video to encourage visual learning, engagement and collaboration.

A virtual ExperiencePoint production manager guides communication and connects remote teams and individuals.

Time required for technical requirements check before the session.

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