



CATAPULTDESIGN

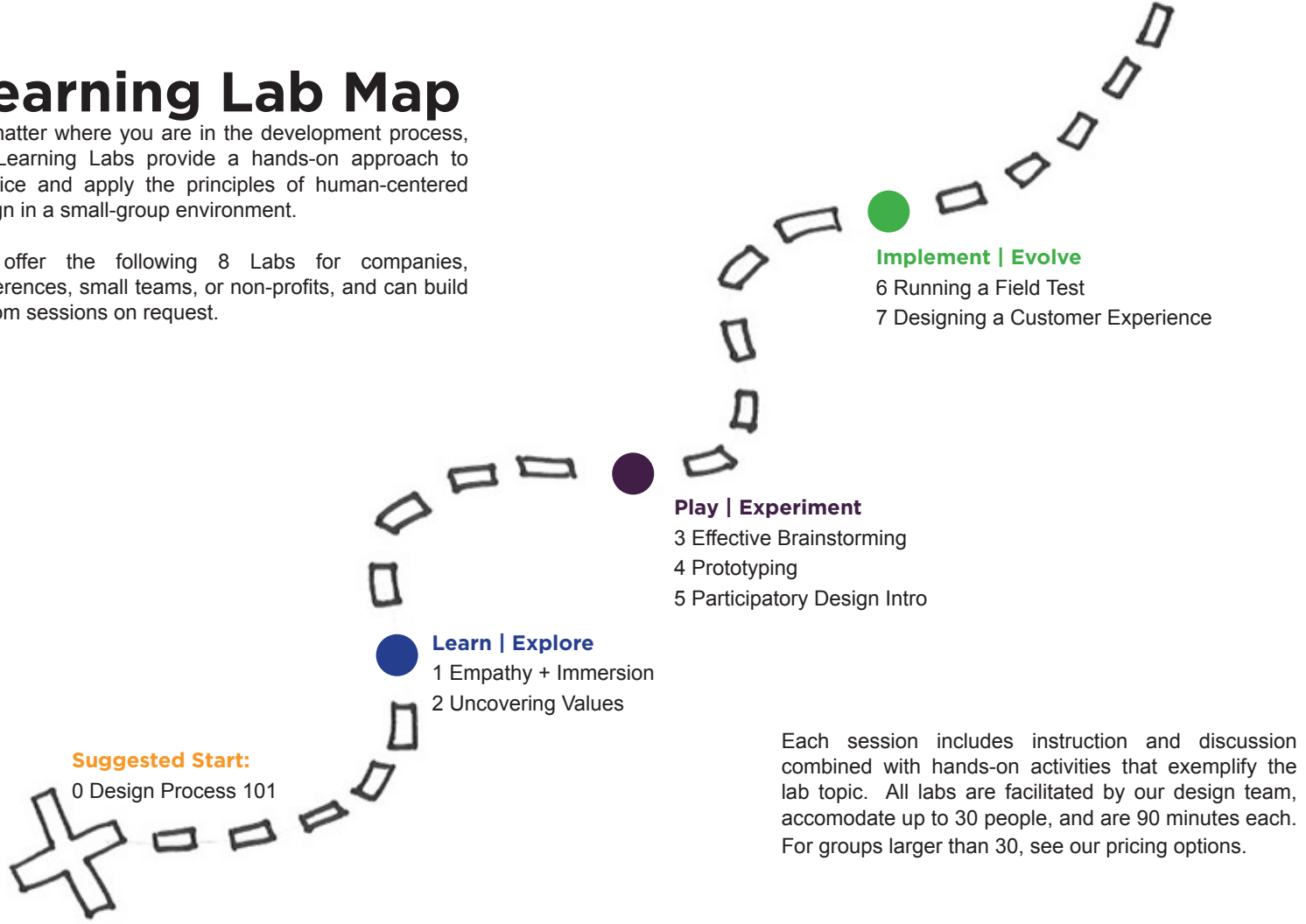
LEARNING LABS



Learning Lab Map

No matter where you are in the development process, our Learning Labs provide a hands-on approach to practice and apply the principles of human-centered design in a small-group environment.

We offer the following 8 Labs for companies, conferences, small teams, or non-profits, and can build custom sessions on request.



Each session includes instruction and discussion combined with hands-on activities that exemplify the lab topic. All labs are facilitated by our design team, accommodate up to 30 people, and are 90 minutes each. For groups larger than 30, see our pricing options.

X

LEARN EXPLORE

0 Design Process 101

The importance and value of good design is widely recognized, but often not well understood. What exactly is design? And what makes it important? In this lab we dive into that question and guide participants on an exploration of the design process. From needs assessment, through design development, to product implementation and post-launch evaluation we use relevant case studies from Catapult's work and hands-on activities to give participants a concrete understanding of what it means to think like a designer.

1 Empathy + Immersion

Ever wonder what it is like to live on less than 1% of your income? Well get ready. Participants will be asked to check their 'self' (and their shoes) at the door, exercise their imaginations, and learn the techniques and tricks to not only walk in other peoples shoes, but to also feel like they fit. After planning their daily routine, and deciding what to sacrifice from a set of family needs, groups will get to role-play a family predicament.

2 Uncovering Values

Values are the ideals, norms, and moral perceptions that dictate the boundaries of individual and group behavior. Whether it's understanding appropriate man/woman interactions or discovering the aspirations of young people, understanding values gives us insight into why people behave as they do and allow us to design considerate products and services. This lab explores the importance values in the design processes and provides a set of basic techniques for helping uncover information about what people hold most dear.

EXPERIMENT PLAY

3 Effective Brainstorming

Brainstorming is a generative process that builds on the collective thinking of a group to create a large volume of ideas quickly. This process can be applied at all stages of development, from concept generation through implementation. It is a good tool for breaking out of established patterns of thinking to develop new ways of looking at problems. In this lab you will learn the techniques of effective brainstorming, common pit falls, and tips on facilitation.

4 Prototyping

Forget sketching or fancy renderings, prototyping is the magic of the design process. Participants go straight into 'maker mode' in this hands-on lab where they will learn the value of targeted testing of concept and form through proven techniques and new prototyping technologies. After exploring everything from origami to 3D printing to theatre games, participants will leave inspired to hit the workshop to play with (and prove) their latest ideas.

Additional materials fee applies.

5 Participatory Design Intro

Involvement of "users" or potential customers during research and ideation phase of your design process is an accepted method of building "for" your user. But how do you move beyond a relationship built on interviews and surveys into a partnership? And how do you facilitate that process with your new co-designers? This lab highlights case studies in participatory and co-design that led to new design definition and directions and exercises on involving your users through the development process.

IMPLEMENT **EVOLVE**



6 Running a Field Test

Testing your product or technology concepts in the field with customers is an important part of the design process and brings to light the opportunities and challenges associated with your ideas. Done well, it reduces risk by preventing mistakes at scale, collects data to build and back your idea, or creates excitement amongst your end-user for your product. This lab leads you through a step-by-step process for creating a strategy for testing your product or service in the field.

7 Designing a Customer Experience

In this lab we explore the meaning, importance, and practical realities of customer experience: What is a positive experience? How does it relate to and affect a product or service business model? And how do you approach “designing” an experience? We emphasize a deep, empathetic understanding of your customer (who they are and what they value) as the foundation for the delivering a positive customer experience and practice skills and techniques to develop that understanding.

— organization size —

labs	small-ish*	a bit bigger*
STANDARD (0-7)	\$500** per session	\$800** per session
CUSTOM	contact us for info	contact us for info

* If your organization's annual budget is less than \$50,000 USD, you qualify for 'small-ish' rates. 'A bit bigger' rates apply to organizations with an annual budget greater than \$50,000 USD.

** Price excludes costs associated with activity materials, travel, lodging, and venue.

Additional Costs:

1. For labs that require materials, we add \$2/person.
2. We can help you source a venue (in San Francisco), but venue fees are highly likely and range in price.
3. We cannot host labs at Catapult for groups larger than 10.

participate in brainstorming using
different methods
use the design thinking process
to find solutions for new

I'm interested

What do I do?

Visit catapultdesign.org/services/learning

Fill in the form and click submit.

You will receive a response within 5 days.

-50%

Questions? learn@catapultdesign.org

catapultdesign.org
972 Mission Street Suite 500
San Francisco, CA 94103