

## MAY BOOTCAMP DAY 2: AFFINITY DIAGRAM AND IDEATION TECHNIQUES

### Introduction

A 4-part design experience that is an amalgamation of Design Thinking, emotional intelligence and business development.

### Who should attend?

Any student who is passionate about developing novel ideas that matter to the world.

### Learning Objectives & Benefits

- a. Learn how to organize and distill user research into insights.
- b. Acquire divergent ideation techniques to come up with original ideas.

### Course Outline

- a. How to use an Affinity Diagram to collate research.
- b. Using SCAMPER technique to redesign products or services.
- c. Apply the techniques to the design challenge from Day 1.