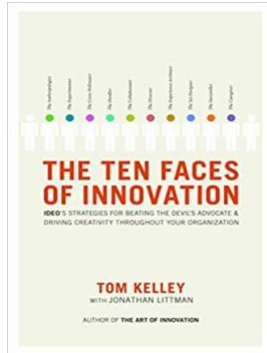


The Design Thinking IDEO Product Immersion Lab

Put the world-leading innovation and design thinking firm's proven product discovery techniques into practice in a hands-on, dynamic workshop that takes you to San Francisco's Ferry Building marketplace to spark new ideas and develop key skills.



Join this immersive 5-hour action-oriented lab revealing the secret behind great innovators. Learn how by adopting the face of the anthropologist, cross-pollinator, experimenter and experience architect teams can build breakthrough products and create winning customer experiences. Jonathan Littman, the bestselling co-author with IDEO of *The Ten Faces of Innovation*, and *The Art of Innovation*, and Susanna Camp, formerly of *Wired* and *Outside* magazines, immerse participants in the key methods and strategies for finding, prototyping and developing great products. IDEO is the premier firm driving today's trends in innovation practices, human-centered design and design thinking. This lab engages many of the firm's best practices for product exploration and design for services, physical products, apps and online platforms. Ideal for product managers, innovators, brand experts, startup teams, and entrepreneurs. The Design Thinking IDEO Product Immersion Lab offers:

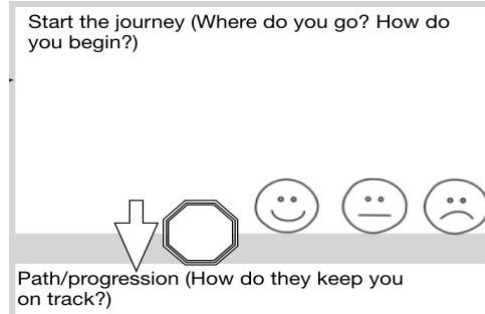
Skill Development and Learnings

- Discover the core IDEO learning personas.
- Find your strongest face. Build your best team.
- Map the customer journey at SF's Ferry Building (a vibrant "living lab" to study user experiences).
- Pinpoint successful cross-pollinators and experience architects.
- Build better customer journeys & unlock cross-pollination opportunities with Ideation Sprints.
- Find your Big Idea: Product design deep-dive.
- Takeaways/Next Steps



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Ferry Building Immersion and Snapshot of Customer Journey Map



SAMPLE SCHEDULE

9:30 - 10:45	Deep dive into the Ten Faces. Explore how the IDEO learning personas - the Anthropologist, Experimenter, and Cross-pollinator - drive product development. Individual and team reflection activity: Find your strongest Faces. Build your best team.
10:45 - 11:00	Walk to Ferry Building
11:00 - 12:15	Chart Customer Journey Maps for the Ferry Building (an ideal, engaging microcosm of authentic products, and fully realized customer journeys). Treasure Hunt: spot vivid examples of cross-pollination and experience architecture.
12:15 - 12:45	Lunch at Ferry Building (sandwiches or salads; convenient, inexpensive)
12:45 - 1:00	Return to Classroom
1:00 - 1:30	Brainstorm sprints: "The Quick 15." Build your capacity for creating engaging, meaningful journeys. Explore examples and methods to cross-pollinate and practice experience design.
1:30 - 2:30	Find and Pitch Your Big Idea. Apply the day's learnings to your existing or blue sky project. Utilizing our model, detail an inspired journey map for an existing or new product/service. Prepare a presentation board and develop a final pitch. Presentations & Takeaways.



Jonathan Littman's bestselling books with IDEO have sold 750,000 copies worldwide and been published in 20 languages.. Jonathan is an expert on innovation, tech ecosystems, startup culture and entrepreneurship. An adjunct professor at USF, he delivers keynotes and leads innovation and design thinking labs for executives and MBA candidates from 15 countries from Europe, China, and Latin America.

Jonathan is the creator of SmartUp.life, an online innovation hub that publishes case studies about entrepreneurship and innovation, and Start20X, an online tool to gauge

the talents and readiness of startups and growing enterprises. **Susanna Camp** is an editor and journalist specializing in emerging technology and business trends. She is the Editor-in-Chief of SmartUp.life, and a superconnector in the tech ecosystem of San Francisco. Susanna was an early team leader at *Wired* magazine, where she led the creation of one of the first online communities, and has also worked on the staff of *Macworld*, *PCWorld*, and *Outside* magazines. Jonathan and Susanna are Entrepreneurs in Residence at Schoolab, a Paris-based accelerator. They are currently collaborating on a new book, *The Entrepreneur's Faces*, with a companion workshop designed to accelerate team and company performance and growth.

[▶ Check out the Design Thinking IDEO Product Immersion Lab Video!](#)



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