POLIARTE design
ACCADEMIA DI BELLE ARTI DI ANCONA

Course Approach to Design Thinking

DEVELOP A TRAINING CLASS PROTOTYPE THROUGH DESIGN THINKING

GOAL
Participants will learn Design Thinking principles and will take away Service Design Tools, in order to make their project planning less time consuming, user-oriented, empathetic, iterative, creative, systemic.
Guided by a User Experience Designer, teachers, students, academic staff and researchers will join a 5 days training path that will lead to the construction of a training class prototype. They will explore methods and tools in order to enjoy peer exchanges, constructive points of view and cooperative project planning.
Theory and experiential learning will be delivered as one supporting the other.

CONTENT
The training path will be progressive, interactive and incremental.
Here follow the training chapters:
Bias, mind mistakes
Empathy and Emotional Intelligence
Focus on Intentions and goals
Knowing Users: who are we planning for? Are our products useful, usable and memorable?
Research and benchmark
Creative development of the "next training class"
Definition of indicators and impact values
Testing, Monitoring and Evaluating

DAY1
What is Design Thinking? How to implement it in our daily projects?
First of all, we have to know how we work, what patterns we use to get things done. What we think is normal or we accept as obvious, unawarely affects our planning and behaviour with users and partners, for example students, teachers, administrative staff, visitors, community.
Being able to design with empathy and a user-centered approach starts from the consciousness about our biases and about the effects they produce. A bias is a tendency to think and act in a preconceived or unreasonably way: is a mental path we already know and we are used to take because it's, brainly speaking, cheap or fast. But costs of a bias will soon show their weight.

DAY 2
We exploit an tour to get a glimpse of Ancona and its spirit.
Gathering data from the real world is the fundamental step to overcome prejudice that is a threat to the impact we hope for our project, and to be really user-oriented. But sometimes, for our job, data are not sufficient: we need an empathetic understanding. That's why we can use Emotional Intelligence to know and deepen the awareness about our users' needs and behaviours. We'll experiment tools such as Empathy Map and Personas, that help to collect information and put in evidence our target characteristics.

DAY 3
Now we can focus on the value we want to create for our target. Is our training answering our users' needs and wishes? How? We cannot have any impact if we crystallize our Value proposition, without interfacing it with users. So how can we create a Value proposition and then a training that is really useful and usable?
We imagine our Personas going through their journey, making experience of our training. Tools as Customer Journey Map and Service Blueprint will support our training design, making us conscious about their actions, reactions and feelings in front of our delivery.

DAY 4
Are we doing the right things? Are we doing things right?
Once we have decided what is going to be the impact of our project, we'll experiment the importance of establishing a baseline: the initial situation before our actions take place.
A baseline makes us able to monitor the progressions and evolutions of the project, and permits us to evaluate feedbacks. Speaking about feedback, we will learn how to test our "training prototype" and how to collect information in order to make better performance in the future.

DAY 5
In the end participants and trainer will draw a Takeaway scheme, to summarize all the insights experienced in these 5 days. Everyone will try to show his/her plan to put in practice what he/she learned. The effort is to schedule actions to improve Design Thinking approach in working daily life.

Monday	Tuesday	Wednesday	Thursday	Friday
14,00 Check in and Welcome Meeting Introductions participants	9,00 Excursion in a city of Ancona	9,00 Research and benchmark through peer analysis	09,00 Definition of indicators and impact values	10,00 Takeaways and personal implementation
14,30 Introduction to Design Thinking approach	11,15 Feedback	11,15 Creative development and Customer Journey Map	11,15 User Testing and the art of iteration	11,30 Feedback and closing (certificates delivery)
16,45 Bias: how our mind works	13,00 Lunch break	13,00 Lunch break	13,00 Lunch break	12,00 Farewell Drink
18,00 Free Time	14,30 Empathy and Emotional Intelligence	14,30 Hike to Monte Conero	14,30 Monitoring and Evaluation	
	16,45 Knowing Users: why and how to make a user-oriented project	20,00 Drink on the beach - Portonovo Beach	16,45 Fine tuning of the next training class	
	18,00 Free Time		18,00 Free Time	
	21,00 Social Dinner			

Ancona

The city of Ancona, capital of the Marche region and seaport on the Adriatic Sea, is located in central Italy, about 280 km northeast of Rome and not far from Recanati, hometown of poet Giacomo Leopardi and from Urbino, Raffaello Sanzio's birthplace.
Ancona lies between the slopes of the extremities of Mount Conero and Astagno and Guasco hills; it is the main economic and demographic centre of the region.
The seaport of Ancona is one of the most relevant on the Adriatic Sea for passengers transit.

Not far south of the city is Mount Conero, a promontory 572 metres high that is the only coastal relief on the Adriatic sea between Trieste and the Gargano massif in the region of Apulia.
The name Conero comes from the Greek name of the strawberry tree, Κόμαρος (Kómaros), which is common on the slopes of the mountain.
Since 1987 it has been declared regional park and a nature reserve, that can be visited walking along many trails; the park also includes several archeological/historical sites. How to reach Ancona, and how to get around the city

Airport

Ancona is served by Airport "Raffaello Sanzio" (IATA: AOI, ICAO: LIPY), located 20 km north, in the town of Falconara Marittima. A special shuttle service connects the airport to the city centre.

Railways

The Ancona railway station is served by regional and long-distance trains.
Ancona is easily accessible by motorway: the A14 motorway serves the city with the exits "Ancona Nord" and "Ancona Sud".
Urban public transportation
The Ancona trolleybus system has been in operation since 1949. Ancona is also served by an urban bus network.

Shopping

Usually shops open:
On Monday from 4.00 p.m. to 7.30 p.m. and from Tuesday to Saturday 9.00 a.m. - 12.30 a.m. and 4.00 p.m. - 7.30 p.m.
Many central shops are open all day long