Here is the link for free enrollment in MOOC from Darden Business School’s MBA program (Univ. of Va.) You must enroll yourself here as well. https://www.coursera.org/course/designbiz?utm_source=welcomeletter&utm_medium=email

I’ll send out a Doodle poll to see when we can get together to organize ourselves. Meanwhile, purchase or rent the text.

1) To rent: http://www.chegg.com/textbooks/designing-for-growth-1st-edition-9780231158381-0231158386?trackid=199ce418&ii=1&om_ss=1
   To buy: go to Amazon Designing for Growth: A Design Thinking Tool Kit for Managers

2) Begin brainstorming about questions you have about design thinking, a concept from the field of architecture. If you were using this technique for a project, what might that project be? And/or what aspect of design thinking might you be interested in exploring further in a research paper to be shared with all of us??
products in this stage using the prototyping tool. They surface the underlying assumptions behind their new ideas to prepare to test them.

**Week 5: Exploring Question 4 - What works?** Now we reach the final stage of our design process - enlisting customers to help us assess the new idea, using the customer co-creation tool.