



**Food
Business
School**

Culinary
Institute of
America



Insights from Food Experience Design

— with Kyleigh Wawak, Innovation Studio Lead, Salesforcel; Adjunct Faculty, CIA

DETAILS:

All Online, Asynchronous, and Self-Paced
First week of welcome and orientation, with five weeks of course content

WEEKLY COURSE SAMPLING

WEEK ONE:

Innovation is a Team Sport

- **Diversity and inclusion**
- **Access, design, and workflow**
- **Empathy and iteration**

SAMPLE ACTIVITY:

Post key descriptors of how creativity and empathy impact your **vision of a diverse, dynamic team**. Think about **building connections** with others in your community or networks and be **clear and direct about what you need** for your business.

WEEK TWO:

Customer Empathy

- **Mindsets, methods, ideation**
- **Implementation**
- **Develop a customer empathy map**

SAMPLE ACTIVITY:

Analyze “mindset” and explore insights on **human-centered design** and its **impacts**.

Develop and build an empathy map for your business venture or product and share key take-aways.

WEEK THREE:

Framing the Challenge

- **Translate customer insights into a design challenge**
- **Explore tools for framing the challenge**
- **Experience iteration in design**

SAMPLE ACTIVITY:

Dive into the “**methods**” and work through the content to **develop and frame your business problem / challenge**, sharing key insights and takeaways.

WEEK FOUR:

Cultivating Creativity

- **Use sticky note brainstorming to generate dozens of ideas**
- **Leverage analogs from other industries**
- **Learn tools to organize and prioritize concepts**

SAMPLE ACTIVITY:

Develop distinct ideas through analogous inspiration, observing peers, etc., to address your innovation challenge. **Post** where your ideas and innovations “fit” within design thinking.

WEEK FIVE:

Communicating Abstract Ideas

- **Build out your concept using a business model approach**
- **Define your audience**
- **Learn a strategic storytelling framework**

SAMPLE ACTIVITY:

Develop a **summary for your concept, product, innovation, or question**, using course resources and your own experiences. Share your discoveries and progress with your colleagues in this course.

The overall structuring of the course allowed me to break down the current projects I have and approach them with “How might we?” questions. This allowed me to be more open minded about the development process.

—Lisa Feldman, FBS Learner