

## **STEP - DESIGNIT INTERNSHIPS**

*“The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it.”*

*Steve Jobs*

**Work with, not for... We love interns.** We love the energy and passion they bring. You’ll get thrown in with the bunch from day one, but you won’t lose your way. Instead, you’ll find the perfect balance of responsibility and support getting your hands dirty on our most challenging projects and learning from the best and the brightest in the industry.

We will rely on you. But you can rely on us.

**STEP interns will join Designit and help empower customers all around the world. As an intern in Designit you will own the reliability, deployment process and live site incident management of the company’s complex large-scale services.**

### **Course Staff:**

- Course Designit Leaders: Shani Dresher, Itay Nof
- Guest lecturers: Designit management, staff & clients.
- Course Supervisor: Mr. Roei Zerahia.
- Course Coordinator: Shai Coopit

**Semesters:** Autumn 2020 / Spring 2021 / Summer 2021

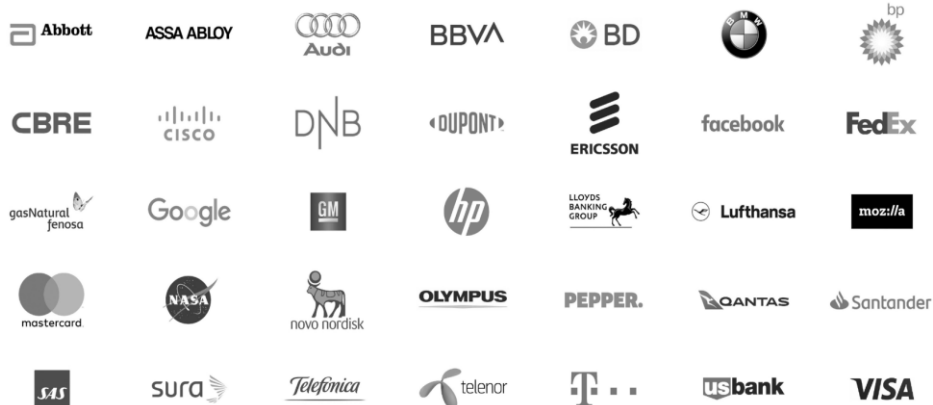
## Who are Designit?

Designit is a global strategic design agency with more than 600 employees spread out in 15 countries around the world. They collaborate with brands who have the ambition to create products, services, systems and spaces that matter, both to businesses and people. These brands include international companies like SAS, Brussels Airlines, Google, Telenor but also local clients like Lunar Way, Kombardo Ekspressen, etc. Designit's vision is to make a human-shaped world, because they see all the problems that limit human potential in the world, and want to fix them by design. They aim to observe the systems where we live and design solutions that enable people to live more informed and healthy lives.

## Cooper Professional Education

Cooper Professional Education is a team of educators within Designit that helps organizations adopt a human-centered approach to innovation. Methods like goal-directed design, design persona, and pair design were born in Cooper offices, and industry-standard books on design practice like "About Face." In 2017, Cooper became part of **Designit**, a global strategic design firm that specializes in creating high-impact products, services, systems, and spaces that people love. Designit is a part of Wipro, one of the largest technology, consulting, and business companies in the world.

## Example Industry Partners



### Course workshops – By Designit team

Designit expert coaches will provide the right blend of methodology, case studies, practical exercises, and personalized feedback, so that you can apply your newfound skills at work the next day.

Interns will not just absorb materials, they will be out of their seats and interacting with others in fun activities that engage their mind in new ways and will spend their 120 hours in a unique way.

1	<b>Design Leadership</b>	<u>Students</u> will strengthen students influence by helping them think strategically, diagnose challenges early on, and move beyond communication roadblocks.  <b>Students will</b> learn to apply what they have learned to a leadership challenge, so when they start to work, students will be able to dive right in.
2	<b>Design Research Techniques</b>	Students will discover how to maximize their user research and lay the groundwork for a robust design research practice. These tools will help students make your company more targeted, strategic, and customer-centric.
3	<b>Design Thinking Immersive</b>	Students will work on a sample project and discover the valuable techniques designers rely on. They will learn how to apply them to solve complex problems in a way that works best for their team and customers.
4	<b>Service Design Immersive</b>	Students will learn and practice the tools that will help to deeply understand the world surrounding company's service, identify opportunities to improve, and create the conditions to actualize the company's vision

## Course methodology & values

Designit TLV is the home to more than 35 employees from a variety of backgrounds including business, service, engineering, technology, architecture, social science, marketing and design. Designit TLV specialty is transforming human-centered insights, market analysis, and collaboration into tangible business solutions that create impact for our clients and our society.

"Experience is at the heart of what we do – for our clients and more importantly for our team. We enjoy working, playing and sometimes sweating together (during our weekly workout sessions!), constantly seeking the best experience there can be.

**We don't believe in "one-size-fits-all" processes. But, we know a thing or two about solving complex challenges. No matter the scope or size of the project, we use these principles to guide our way to create impact."**

<b>Empathic</b>	It all starts and ends with people. People are our best source of inspiration, and our only source of true validation. We observe, ask, listen, and gather learnings from data to understand what matters to people.
<b>Collaborative</b>	We include stakeholders, users, and partners in the creative process. Through co-creation and visual explanations, we build a common understanding of the challenges, ambitions, and best possible solutions.
<b>Creative</b>	We go on creative explorations, approaching from both obvious and unexpected angles. We embrace uncertainty and explore trends, new technologies, and movements in society to break new ground.
<b>Holistic</b>	We map out the entire experience and landscape across channels, actors, and industries. We focus on where we can create the biggest impact, identify new opportunities, and design unified experiences.

<b>Global reach</b>	Hello, hej, שלום ,hola! We practice strategic design in 16 studios. With our diverse team of international educators, we accommodate the needs of any global company.
<b>Experimental</b>	Simple experiments drive our process forward. The moment a user interacts with a product, service, or system is the moment of truth. Rapid prototyping is vital to help us validate and improve our solutions
<b>Craftsmanship</b>	People are expecting more and more from the experiences they have. We always deliver high-quality design execution and implementation to help clients stand out and ensure new growth with satisfied users and loyal customers.

### Students will

- Get hands-on experience in a growing international business
- Participate in brainstorming sessions, research and evaluations
- Test new prototyping technologies, dive into data and build proof-of-concept models
- Use predictive analytics and learning techniques
- Apply their skills to help our senior designers in projects
- Identify and use statistics tools and methodologies

### Requirements:

- Participation in the academic sessions during the semester
- Participation in Introduction about the course & Final Presentation Day
- Take an active part in 120-140 hour internship program
- **Submit course & progress reports + Final presentation**

**Open to all departments for 3<sup>rd</sup>\4<sup>th</sup> year students.**

**Must be finished with all English studies.**

### Score Structure:

- 20% - for full participation
- 30% - course & progress reports + Final presentation
- 50% - Designit's evaluation for the 120-140 hours of internship

### Bibliography:

- *About Face: The Essentials of Interaction Design, 4th Edition* (with Robert Reimann, David Cronin, and Christopher Noessel) ([ISBN 978-1118766576](#)), 2014
- *About Face 3: The Essentials of Interaction Design* (with Robert Reimann and David Cronin) ([ISBN 0-4700-8411-1](#)), 2007
- *About Face 2.0: The Essentials of Interaction Design* (with Robert Reimann) ([ISBN 0-7645-2641-3](#)), 2003
- *The Inmates Are Running the Asylum: Why High-Tech Products Drive Us Crazy and How to Restore the Sanity* ([ISBN 0-672-31649-8](#)), 1998
- *About Face: The Essentials of User Interface Design* ([ISBN 1-56884-322-4](#)), 1995