n|w Fachhochschule Nordwestschweiz
Hochschule für Wirtschaft

Bootcamp: Design Thinking meets AI@NYU
Empowering you to create innovative solutions

Artificial Intelligence (AI) / Generative AI are currently on everyone's lips. AI is used to automate processes, increase efficiency, and improve the user experience. Design Thinking, on the other hand, is a human-centered approach that focuses on developing empathy through interviews with users and finding solutions through an open, non-judgmental approach. In this way, the needs, motivations, and concerns of people can be better understood. The early involvement of users and the collection of their suggestions and feedback enables a more efficient and flexible design process.

The Bootcamp Design Thinking meets AI @NYU seminar takes place in New York and is offered in cooperation with the New York University. The one week bootcamp includes four days of lectures at New York University and one day of visits to start-ups and US companies that are sharing best practices and insights.
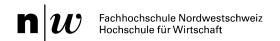
Objectives	Taking into account the factors of people, technology, and economics, the bootcamp aims to provide participants with best practices in Design Thinking with Artificial Intelligence and Generative AI.
Content	The usual way of thinking in terms of finding ideas and solutions to problems is broken down and the focus is placed on creativity with an iterative process. The human-centered approach is in the middle and different experiences, opinions and perspectives regarding problem solving are analyzed with the aim of ensuring a high level of usability and user experience.
	With the bootcamp, we go one step further and also deal with artificial intelligence and generative AI. Specifically, we will address the following questions, among others: How can these technologies be integrated into the

design process and what possibilities do Large Language Models (LLM) offer in terms of user experience? What are the common architectures and what legal aspects need to be considered for feasibility?

Course Structure

Monday to Thursday classes on the New York University campus (Brooklyn) Friday Startups/Company visits in New York

Target audience

The bootcamp is aimed at people from the fields of product management, development, service, process management, consulting, and marketing, as well as people who already have experience in functions related to the design of products and services.

Certificate

In addition to the conclusion at FHNW, participants also receive a confirmation of participation from the New York University.

Lecturers

Lecturers from NYU & Claudio Mirti (course leader NYU)

Credits

3 ECTS for submitting a written paper

Dates

March 17 – 21. 2025

Location

Brooklyn, NY 11201, United States, New York City, NY, USA

Costs

CHF 4'900. --, travel expenses (arrival and stay in New York City) are not included in the seminar price

Cooperation

New York University Tandon School of Engineering

Program Lead

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Further informations

This bootcamp/seminar can be credited towards CAS Digital Business Development.

Prerequisite: English language Skills

Registration deadline: February 2024

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