€TRAINING

Design Thinking

13 - 17 May 2024
Cambridge (UK)

Design Thinking

Introduction:

This training program is an immersive learning experience that equips participants with the mindset, tools, and techniques to tackle complex problems with creativity and empathy. It emphasizes a human-centered approach to problem-solving, empowering individuals and teams to drive meaningful innovation in their organizations.

Program Objectives:

At the end of this program, participants will be able to:

- Understand Design Thinking Fundamentals.

- Master the Design Thinking Process.

- Develop Empathy and User-Centricity.

- Enhance Creative Confidence.

- Collaborative Teamwork.

- Apply Design Thinking to Real-World Challenges.

Targeted Audience:

- Business Leaders and Managers.

- Product Managers.

- UX/UI Designers.

- Engineers and Developers.

- Entrepreneurs, Educators.

- Marketing Professionals, Healthcare and Social Service Providers.

Program Outlines:

Unit 1:

Introduction to Design Thinking:

- Understanding Design Thinking Principles.

- Human-Centered Design: Putting Users First.

- The Five Stages of Design Thinking.

- Exploring Design Thinking Case Studies.

- Practical Applications of Design Thinking in Various Industries.

Unit 2:

Empathize and Define:

- Developing Empathy: User Research and Insights.

- Defining the Problem: Problem Statements and User Needs.

- Techniques for Conducting Effective User Interviews.

- Analyzing and Synthesizing User Data.

- Identifying Stakeholders and Decision Makers in the Design Process.

Unit 3:

Ideate and Prototype:

- Ideation Techniques: Divergent Thinking and Brainstorming.

- Prototyping: From Concepts to Tangible Solutions.

- Storyboarding and Wireframing for Concept Visualization.

- Rapid Prototyping Tools and Methods.

- Collaborative Ideation and Prototyping Sessions.

Unit 4:

Test and Refine:

- User Testing: Gathering Feedback and Iterating.

- Refining Prototypes: Enhancing User Experience.

- Analyzing User Feedback and Iterating Designs.

- A/B Testing and Experimentation for Iterative Improvement.

- Incorporating Accessibility and Inclusivity in Design Testing.

Unit 5:

Implement and Beyond:

- Implementing Design Solutions: Strategies and Considerations.

- Change Management and Stakeholder Engagement in Implementation.

- Monitoring and Evaluating Design Solution Performance.

- Scaling Up and Integrating Design Thinking in Organizations.

- Personal Action Planning: Applying Design Thinking in Your Work Environment.