Mastering Design Thinking: From Concept to Creation

20 – 24 September 2027
Madrid (Spain)



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Introduction

This course equips participants with the skills to transform ideas into practical solutions using design thinking principles. It covers the complete process from identifying problems to creating innovative solutions. Participants will learn how to apply empathy, define challenges, ideate solutions, prototype effectively, and test outcomes. The program emphasizes creativity, critical thinking, and human-centered design approaches. Practical exercises and real-world case studies ensure applied learning. By the end, participants will confidently manage design thinking projects from concept to creation.

Targeted Groups

This Mastering Design Thinking: From Concept to Creation targets professionals seeking specialized knowledge and skills:

- Innovation managers are seeking practical frameworks.
- Product designers enhancing user-centric solutions.
- Project managers leading creative initiatives.
- Marketing professionals aiming to improve campaigns.
- Entrepreneurs developing scalable solutions.
- UX/UI designers focusing on human-centered design.
- Team leaders fostering an innovation culture.

Course Objectives

Participants will achieve the following objectives by Mastering Design Thinking: From Concept to Creation completion:

- Understand the core principles of design thinking.
- Apply empathy to identify real user needs.
- Define problems clearly and creatively.
- Generate diverse and innovative ideas.
- Prototype solutions efficiently.
- Test and iterate solutions based on feedback.
- Integrate design thinking into business strategy.
- Enhance collaboration and creative problem-solving skills.
- Develop solutions with measurable impact.

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Targeted Competencies

Participants will gain the following competencies during the program:

- Human-centered problem identification.
- Creative ideation and brainstorming.
- Rapid prototyping techniques.
- Testing and iterative improvement.
- Design strategy integration.
- Team collaboration and communication.
- Critical thinking for solution evaluation.
- Innovation project management.
- Decision-making based on user insights.

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Designing a new product feature for a tech company.
- Improving customer service experience in a retail business.
- Creating a marketing campaign targeting diverse users.
- Developing a mobile app prototype with user feedback.
- Optimizing workflow processes using creative solutions.
- Enhancing UX design for an e-commerce platform.
- Launching a sustainable innovation project in operations.

Course Content

Unit 1: Introduction to Design Thinking

- Principles of design thinking in business.
- Human-centered design concepts.
- Role of empathy in innovation.
- Understanding user needs and pain points.
- Mapping user journeys and experiences.
- Key success factors in design thinking projects.

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Unit 2: Problem Definition & Research

- Defining problems with clarity.
- Conducting qualitative and quantitative research.
- Identifying core challenges and opportunities.
- Competitive analysis and benchmarking.
- Framing problem statements effectively.
- Using insights to guide solution design.

Unit 3: Ideation Techniques

- Brainstorming and creative thinking methods.
- Generating multiple solution concepts.
- Applying lateral thinking to complex problems.
- Evaluating and prioritizing ideas.
- Encouraging team collaboration in ideation.
- Using ideation tools for rapid development.

Unit 4: Prototyping & Testing

- Rapid prototyping approaches.
- Building low-fidelity and high-fidelity prototypes.
- Conducting user testing sessions.
- Gathering feedback and refining solutions.
- Iterative development for continuous improvement.
- Practical application of prototypes in real scenarios.

Unit 5: Implementation & Innovation Strategy

- Integrating solutions into organizational strategy.
- Managing change during implementation.
- Measuring the impact of innovative solutions.
- Scaling successful prototypes.
- Sustaining a culture of design thinking.
- Case studies of successful design thinking projects.

Final Insights & Key Takeaways

Participants will leave equipped to confidently lead design thinking initiatives. They will transform creative ideas into actionable, human-centered solutions.