MERCURY

Design Thinking Training Course

22 – 26 March 2027
Rome (Italy)



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Ref: 15720_322262 **Date:** 22 – 26 March 2027 **Location:** Rome (Italy) **Fees:** 7200 Euro

Introduction:

The Design Thinking training course introduces a human-centered approach to problem-solving and innovation. This approach is integral to understanding design thinking and its value in modern-day workflow. Participants will grasp the definition and description of design thinking through real-world applications. By focusing on empathy, creativity, and practical solutions, they can tackle complex challenges in a structured yet flexible way with core elements of strategic design thinking.

Participants will learn to apply design thinking principles and methods to understand user needs, brainstorm creative ideas, and prototype effective solutions. Through hands-on exercises and real-world case studies, this Design Thinking certification course provides the tools and methodologies necessary to foster innovation, improve customer experience, and drive meaningful business outcomes.

Why is design thinking important? Before diving into the design thinking process stages, it's crucial to understand why design thinking is important. Businesses and organizations today face rapidly changing markets and consumer expectations. The design thinking strategy provides a framework for team collaboration, innovation, and user-centric problem-solving, offering significant benefits such as increased agility, enhanced user experience, and competitive advantage.

Targeted Groups:

- Product Managers.
- UX/UI Designers.
- Marketing Professionals.
- Entrepreneurs and Startups.
- Innovation Teams.
- Business Analysts.
- Project Managers.
- Educators and Trainers.
- Consultants and Strategists.
- Human Resources Professionals.

Course Objectives:

By the end of this Design Thinking training course, participants will be able to:

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- Develop a deep understanding of design thinking principles and methodology.
- Enhance skills in empathizing with users to identify real needs and problems.
- Foster creativity to generate innovative ideas and solutions.
- Learn to create and iterate prototypes effectively.
- Apply design thinking techniques to real-world challenges and projects.
- Improve collaboration and communication within teams.
- Utilize feedback and testing to refine and implement solutions.
- Integrate design thinking into organizational processes for continuous improvement.

Targeted Competencies:

At the end of this Design Thinking program, participants competencies will:

- Creative Problem-Solving.
- Empathy and User-Centered Thinking.
- Collaborative Innovation.
- Prototyping and Testing.
- Ideation Techniques.
- Critical Analysis and Insight Generation.
- Strategic Thinking.
- Agile and Iterative Processes.
- Effective Communication and Storytelling.
- Design Implementation and Execution.

Course Content:

Unit 1: Introduction to Design Thinking:

- Define design thinking and its core principles.
- Explore the history and evolution of design thinking.
- Understand the importance of a human-centered approach.
- Identify key figures and case studies in design thinking.
- Discuss the benefits of applying design thinking in various industries.
- Compare design thinking with traditional problem-solving methods.
- Examine the key stages of the design thinking process.
- Review successful design thinking projects and their outcomes.

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Unit 2: Empathize and Define:

- Learn techniques to gather user insights through interviews and observations.
- Practice creating user personas and journey maps.
- Develop skills to analyze and synthesize user data.
- Identify and frame the core problems based on user needs.
- Explore methods to prioritize and validate user insights.
- Understand the role of empathy in understanding user perspectives.
- Use empathy maps to gain deeper insights into user experiences.
- Create problem statements that address user needs effectively.

Unit 3: Ideation and Creativity:

- Engage in brainstorming sessions and creative exercises.
- Use techniques such as mind mapping and sketching to generate ideas.
- Encourage divergent thinking to explore a wide range of solutions.
- Learn to evaluate and select the most promising ideas.
- Practice facilitating and participating in ideation workshops.
- Apply creative thinking techniques like SCAMPER and How Might We questions.
- Foster a culture of open-mindedness and collaboration.
- Use idea prioritization tools to assess feasibility and impact.

Unit 4: Prototyping and Testing:

- Understand different types of prototypes and their purposes.
- Learn how to create low-fidelity and high-fidelity prototypes.
- Explore methods for testing prototypes with users.
- Gather and analyze feedback to refine prototypes.
- Implement iterative design practices to improve solutions.
- Use tools and techniques for rapid prototyping.
- Conduct usability tests to evaluate prototype effectiveness.
- Document and analyze test results to guide further development.

Unit 5: Implementation and Integration:

- Develop strategies for implementing design thinking solutions.
- Learn to create action plans and roadmaps for deployment.
- Explore methods for measuring the impact and success of solutions.
- Understand how to integrate design thinking into organizational processes.
- Discuss techniques for scaling and sustaining innovation efforts.
- Identify key stakeholders and develop a communication plan.
- Use metrics and KPIs to track progress and outcomes.
- Evaluate the long-term benefits and challenges of design thinking integration.