



Design Thinking Training Course

23 - 27 Sep 2024
Madrid (Spain)





Design Thinking Training Course

Ref.: 15720_322265 **Date:** 23 - 27 Sep 2024 **Location:** Madrid (Spain) **Fees:** 5500 **Euro**

Introduction:

The Design Thinking Training Course comprehensively introduces a human-centered approach to problem-solving and innovation. Focusing on empathy, creativity, and practical solutions enables participants to tackle complex challenges in a structured yet flexible way.

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

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:

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

- 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:

- 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.

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.



**Registration form on the :
Design Thinking Training Course**

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Complete & Mail or fax to Mercury Training Center at the address given below

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