

## Programme

# Design Thinking.

Innovative course unlocking the power of design thinking, fostering creativity, problem-solving, and human-centred approaches to drive impactful solutions and user-centric designs.

## **What we cover.**

Welcome to an innovative course that unlocks the power of design thinking, enabling participants to cultivate creativity, problem-solving skills, and human-centred approaches to drive impactful solutions and user-centric designs. In a rapidly evolving world, organizations and individuals need to embrace a mindset that puts the needs and experiences of users at the forefront. This course equips learners with the tools and methodologies of design thinking, empowering them to tackle complex challenges and create innovative solutions.

Throughout the course, participants will be immersed in a dynamic learning environment that encourages experimentation, collaboration, and empathy. They will learn how to empathize with users, identify their pain points, and define problem statements that guide the design process. Through ideation and prototyping, learners will generate and refine ideas, translating them into tangible and user-centred designs.

By applying design thinking principles, participants will gain the ability to think critically, approach problems from multiple perspectives, and leverage creativity to develop breakthrough solutions. They will also explore techniques to test and validate their designs, ensuring that they meet the needs of users and deliver meaningful experiences.

Through real-world case studies, hands-on exercises, and feedback-driven iterations, participants will develop a deep understanding of the design thinking process and its practical applications. Upon completion of the course, individuals will be equipped with the skills to drive innovation, create user-centric designs, and solve complex problems in a human-centred and impactful way.

## **Who is it for?**

The design thinking course is designed for product managers, UX/UI designers, innovation managers, entrepreneurs, marketing professionals, engineers/developers, business analysts, project managers, sales professionals, educators/trainers, consultants.

## **Duration & Delivery Format.**

Choose your preferred duration ½ day, 1 day, 2 day, online or physical.

## Course Topics.

### Module 1: Introduction to Design Thinking

- Definition and core principles of design thinking
- Benefits and applications across industries

### Module 2: Empathy and User-Centred Design

- Developing empathy for users
- Conducting user interviews and observations
- Creating user personas and empathy maps

### Module 3: Problem Definition and Ideation

- Defining the problem statement
- Brainstorming techniques for idea generation
- Prioritising and selecting promising ideas

### Module 4: Prototyping and Rapid Iteration

- Introduction to prototyping
- Building low-fidelity prototypes
- Conducting user testing and gathering feedback

### Module 5: Testing and Validation

- Creating effective user testing scenarios
- Conducting usability testing and feedback sessions
- Iterating based on user insights

### Module 6: Visualisation and Storytelling

- Communicating ideas through visual representation
- Creating compelling narratives to convey solutions

### Module 7: Implementing Design Thinking in Organisations

- Overcoming challenges and resistance to change
- Fostering a culture of innovation
- Integrating design thinking into existing processes

### Module 8: Case Studies and Real-World Applications

- Analysing successful design thinking projects
- Learning from both corporate and social sector examples

### Module 9: Group Project: Design Challenge

- Participants work in teams to tackle a real design challenge
- Applying the design thinking process to develop innovative solutions

### Module 10: Careers in Design Thinking

- Reflecting on the learning journey and personal growth
- Action planning for career advancement in design thinking

## Assessment Methods.

- Quizzes and assessments after each module to gauge understanding
- Group projects for design thinking cases
- Case studies analysing successful and unsuccessful design thinking approaches

### Further information:

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