

## Design Thinking Mastery

*Istanbul (Turkey)*

*13 - 17 October 2024*

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## Design Thinking Mastery

Code: PS28 From: 13 - 17 October 2024 City: Istanbul (Turkey) Fees: 3900 Pound

### Introduction

Design Thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success. This 5-day course will immerse you in the fundamentals of design thinking, empowering you to apply these principles to your own projects and organizational challenges.

### Objectives

- Understand the core principles and methodology of design thinking.
- Learn how to empathize with users and define their needs.
- Develop skills to ideate, prototype, and test solutions effectively.
- Enhance creativity and problem-solving capabilities.
- Apply design thinking techniques to real-world challenges.

### Course Outline

#### Day 1

##### Introduction to Design Thinking

- Overview of Design Thinking: History and Evolution
- Key Principles: Human-Centered Approach
- The Design Thinking Process: Stages and Frameworks
- Importance of Empathy in Design
- Case Studies: Successful Design Thinking Applications

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in the foreground. The board is white and black, and the pieces are gold and silver. In the background, there are concentric circles radiating from the center.

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## Day 2 Empathize Stage

- Understanding Users: Techniques for User Research
- Conducting Interviews and Surveys
- Observation and Immersion: Gaining Deep Insights
- Creating Empathy Maps
- Synthesizing Findings: Identifying Patterns and Themes

## Day 3 Define Stage

- Defining the Problem: Crafting Problem Statements
- Creating User Personas: Representing Your Users
- Developing Point of View POV Statements
- Identifying User Needs and Pain Points
- Prioritizing Problems: Using Frameworks like the How Might We HMW Questions

## Day 4

### Ideate Stage

- Brainstorming Techniques: Quantity Over Quality
- Mind Mapping: Connecting Ideas and Concepts
- Sketching and Storyboarding: Visualizing Ideas
- Evaluating and Selecting Ideas: Criteria and Methods
- Creating Concept Prototypes: Low-Fidelity Models

## Day 5

### Prototype and Test Stages

- Building Prototypes: Tools and Materials
- User Testing: Planning and Conducting Tests
- Gathering and Analyzing Feedback
- Iterating on Designs: Refining Prototypes Based on Feedback
- Presenting Solutions: Communicating Your Design Effectively

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The board is checkered and has a subtle grid pattern. The text 'UK Training' is in a small, sans-serif font, and 'PARTNER' is in a large, bold, sans-serif font, both in black.

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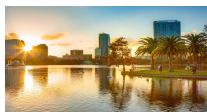


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