

Design Thinking Mastery

Milan (Italy)

8 - 12 September 2025

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Design Thinking Mastery

Code: PS28 From: 8 - 12 September 2025 City: Milan (Italy) Fees: 4400 Pound

Introduction

Design Thinking is a human-centered approach to innovation that leverages a designer's toolkit to integrate human needs, technological possibilities, and business requirements. This 5-day design thinking course will immerse participants in the core design thinking process, empowering them to apply the original design thinking methodology to real-world projects and organizational challenges. By engaging with design thinking principles and participating in hands-on exercises, you will learn how to harness creativity and strategy to solve complex problems effectively.

Course Objectives

- Understand the Core Principles and Methodology of Design Thinking: Learn the essential design thinking steps and how they shape innovative solutions.
- Empathize with Users and Define Their Needs: Master design thinking methods for user research to uncover deep insights.
- Ideate, Prototype, and Test Solutions: Develop practical skills to transform ideas into functional prototypes and test them in real-world scenarios.
- Enhance Creativity and Problem-Solving Skills: Use design thinking activities to boost creative thinking and enhance your problem-solving capabilities.
- Apply Design Thinking Techniques to Strategic Challenges: Understand how to implement design thinking and strategy to achieve business objectives.

Course Outlines

Day 1: Introduction to Design Thinking

- Overview of Design Thinking: Understand the history, evolution, and application of the design thinking process.
- Key Principles: Learn the human-centered approach, one of the core design thinking principles.
- The Design Thinking Framework: Explore the various design thinking stages and how they guide innovative problem-solving.
- Empathy in Design: Emphasize the importance of empathy and how it fuels creativity and user-focused solutions.
- Case Studies: Analyze successful applications of design thinking and creativity.

Day 2: Empathize Stage

- Techniques for User Research: Explore design thinking methods such as conducting interviews and

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The pieces are in shades of gold and silver. The board is a checkered pattern of light and dark squares.

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surveys.

- Observation and Immersion: Understand how to gain deep user insights through observation.
- Creating Empathy Maps: Use design thinking elements to synthesize findings and visualize user experiences.
- Identifying Patterns and Themes: Learn to identify commonalities and pain points to define user needs effectively.

Day 3: Define Stage

- Crafting Problem Statements: Master the art of defining clear and concise problem statements.
- Creating User Personas: Develop personas to represent your target users and their needs.
- Developing Point of View POV Statements: Use POV statements to guide ideation.
- Prioritizing Problems: Apply frameworks like How Might We HMW questions to prioritize challenges for ideation.

Day 4: Ideate Stage

- Brainstorming Techniques: Engage in creative brainstorming where the emphasis is on quantity over quality.
- Mind Mapping and Storyboarding: Visualize and connect ideas to stimulate innovative thinking.
- Evaluating and Selecting Ideas: Use selection criteria to determine which ideas to develop further.
- Building Concept Prototypes: Learn how to create low-fidelity models to represent your ideas.
- Design Thinking Activities: Practice group exercises that facilitate creative collaboration and idea generation.

Day 5: Prototype and Test Stages

- Building Prototypes: Explore tools and materials for developing tangible prototypes.
- User Testing and Feedback: Learn how to conduct tests and gather user feedback to refine your designs.
- Iterating on Designs: Understand the importance of adapting and refining prototypes based on user input.
- Presenting Your Design: Gain skills in effectively communicating and showcasing your solutions.
- Design Thinking Facilitation: Learn how to guide teams through design thinking steps for successful collaboration.

Conclusion

Completing this design thinking course will equip you with the ability to apply the original design thinking methodology to solve complex challenges, improve innovation processes, and enhance strategic planning. With the knowledge gained, participants will be ready to obtain design thinking certification and become proficient design thinkers, leveraging design thinking principles and methods for impactful outcomes.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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