

# € TRAINING

Design Thinking



7 - 11 October 2024  
Casablanca (Morocco)  
New Hotel



# Design Thinking

REF: Z2321 DATE: 7 - 11 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program is an immersive learning experience that equips participants with the mindset, tools, and techniques to tackle complex problems with creativity and empathy. It emphasizes a human-centered approach to problem-solving, empowering individuals and teams to drive meaningful innovation in their organizations.

## Program Objectives:

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

- Understand Design Thinking Fundamentals.
- Master the Design Thinking Process.
- Develop Empathy and User-Centricity.
- Enhance Creative Confidence.
- Collaborative Teamwork.
- Apply Design Thinking to Real-World Challenges.

## Targeted Audience:

- Business Leaders and Managers.
- Product Managers.
- UX/UI Designers.
- Engineers and Developers.
- Entrepreneurs, Educators.
- Marketing Professionals, Healthcare and Social Service Providers.

## Program Outlines:

Unit 1:

Introduction to Design Thinking:

- Understanding Design Thinking Principles.

- Human-Centered Design: Putting Users First.
- The Five Stages of Design Thinking.
- Exploring Design Thinking Case Studies.
- Practical Applications of Design Thinking in Various Industries.

## Unit 2:

### Empathize and Define:

- Developing Empathy: User Research and Insights.
- Defining the Problem: Problem Statements and User Needs.
- Techniques for Conducting Effective User Interviews.
- Analyzing and Synthesizing User Data.
- Identifying Stakeholders and Decision Makers in the Design Process.

## Unit 3:

### Ideate and Prototype:

- Ideation Techniques: Divergent Thinking and Brainstorming.
- Prototyping: From Concepts to Tangible Solutions.
- Storyboarding and Wireframing for Concept Visualization.
- Rapid Prototyping Tools and Methods.
- Collaborative Ideation and Prototyping Sessions.

## Unit 4:

### Test and Refine:

- User Testing: Gathering Feedback and Iterating.
- Refining Prototypes: Enhancing User Experience.
- Analyzing User Feedback and Iterating Designs.
- A/B Testing and Experimentation for Iterative Improvement.
- Incorporating Accessibility and Inclusivity in Design Testing.

## Unit 5:

### Implement and Beyond:

- Implementing Design Solutions: Strategies and Considerations.
- Change Management and Stakeholder Engagement in Implementation.
- Monitoring and Evaluating Design Solution Performance.
- Scaling Up and Integrating Design Thinking in Organizations.
- Personal Action Planning: Applying Design Thinking in Your Work Environment.