

€ TRAINING

Design Thinking: A Toolkit for Breakthrough
Innovation



27 - 31 October 2024
Istanbul (Turkey)



Design Thinking: A Toolkit for Breakthrough Innovation

REF: Z2514 DATE: 27 - 31 October 2024 Venue: Istanbul (Turkey) - Fee: 5300 Euro

Introduction:

This training program offers participants a comprehensive understanding of design thinking principles and methodologies. It equips them with a versatile toolkit for driving breakthrough innovation across various industries and domains.

Program Objectives:

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

- Understand the core principles and key concepts of design thinking.
- Develop empathy for end-users and stakeholders to uncover unmet needs and insights.
- Cultivate a collaborative and iterative approach to problem-solving.
- Learn how to generate and evaluate creative ideas through ideation sessions.
- Master prototyping techniques to quickly test and iterate solutions.
- Apply design thinking methodologies to real-world challenges and opportunities.
- Foster a culture of innovation within your organization.

Targeted Audience:

- Business leaders and executives.
- Product managers and developers.
- Designers and creatives.
- Marketing and sales professionals.
- Engineers and technology experts.
- Consultants and entrepreneurs.

Program Outlines:

Unit 1:

Introduction to Design Thinking:

- Understanding the principles and philosophy behind design thinking.
- Exploring the human-centered approach to problem-solving and innovation.
- Analyzing case studies of successful design thinking applications in various industries.
- Introducing the design thinking process: empathize, define, ideate, prototype, and test.
- Discussing the importance of interdisciplinary collaboration in design thinking projects.

Unit 2:

Empathy and User Research:

- Techniques for empathizing with end-users and understanding their needs and pain points.
- Conducting user research through interviews, observations, and journey mapping.
- Analyzing qualitative and quantitative data to uncover insights about user behaviors and preferences.
- Creating personas and empathy maps to capture user perspectives effectively.
- Leveraging storytelling techniques to communicate user insights and foster empathy within teams.

Unit 3:

Defining the Problem Space:

- Defining the problem statement and framing the design challenge.
- Using divergent and convergent thinking techniques to explore and narrow down problem spaces.
- Prioritizing user needs and identifying opportunities for innovation.
- Developing a clear and actionable design brief to guide the ideation phase.
- Collaborating with stakeholders to ensure alignment on problem definition and project goals.

Unit 4:

Ideation and Prototyping:

- Generating creative ideas through brainstorming, mind mapping, and other ideation techniques.
- Rapid prototyping methods for visualizing and testing concepts quickly.
- Iterative prototyping and feedback loops to refine ideas based on user insights.
- Incorporating principles of experimentation and iteration into the design process.



- Tools and technologies for prototyping, ranging from low-fidelity sketches to high-fidelity mockups.

Unit 5:

Testing and Implementation:

- Conducting user testing sessions to gather feedback on prototypes and validate design solutions.
- Iterating and refining prototypes based on user feedback and testing outcomes.
- Planning and executing pilot tests to assess the feasibility and viability of design solutions.
- Scaling successful prototypes for full implementation within organizations or markets.
- Establishing metrics and KPIs to measure the impact and effectiveness of design thinking initiatives.