

Design thinking

For new product development

Design thinking



BENEFITS

It is a **powerful process of problem solving** that focuses on empathizing with real users / customers to understand their unmet needs.



GROWTH

This course will create the right spark within participant's mind to boost confidence in **tackling complex challenges**.



SUCCESS

When design thinking approaches are applied to business, the success rate for innovation **improves substantially**.

WHO SHOULD ATTEND

- All professionals and entrepreneurs who contribute directly or indirectly in bringing change through effective problem solving and innovation.
- Professionals who are aiming to bring significant transformation in their approach to design new products, services or processes.
- Everyone who inspires teams, vendors and partners to achieve more through systematic designs and powerful ideas.
- All professionals who wants to forge innovative approaches to communications or searching for breakthrough ideas and tools they can use to harness the creativity in others.

TRAINING METHODOLOGY

Apart from an experienced Design Thinker in the class, this course is high on peer learning that includes experiential group activities, case studies and syndicate discussions. These methodologies will unleash your potential to see and feel for yourself the power of the creative mind in a strategic context. A key part of the learning process is sharing the differing experiences participants bring, as well as experimenting with novel -and sometimes challenging- techniques.

The course is also enriched with many cognitive learning aids like videos, role plays and participant assignments.



Learning outcomes



Introduction to **Design Thinking** concepts



Develop a mindset to support **breakthrough innovation**



Get empowered to apply design thinking methods practically



Gain **fresh perspective** and push towards bold new ideas through practice and discussion



Understanding the **power of empathy** and how to get immersed in customer requirements



Powerful ways of **ideating and generating multiple ideas**



Innovative **techniques of Prototyping** an idea that can be put for a test in front of customer



Collect **creative feedback** on prototype and implement improvements in next iteration



A ground breaking way of **designing and creating new products and services** for customers and end users

EMPATHIZE



DEFINE



IDEATE



PROTOTYPE



TEST



Book now

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