DESIGN THINKING ESSENTIALS

Course Code: 821509

Learn the methods and framework to apply Design Thinking in problem solving and product development.

In this design thinking course, you will learn repeatable, scalable processes for finding, articulating and solving problems. Whether designing a product, building a system, or meeting an innovation challenge – effective design thinking practices provide a roadmap to rapidly generate ideas, test them, and iterate on your solutions until you find a good fit.

Design thinking is an over-used phrase and has accumulated quite a bit of misinformation in recent years. However, the original concepts behind design thinking are immensely valuable in today's organizations as we seek solutions to complex problems. Arising from early visual design and ideation practices, design thinking has evolved over time into both a philosophy for solving complex problems as well as a concrete methodology for designing and building solutions.

This design thinking course teaches you both. During this fast-paced workshop, you will experience a hands-on journey through the design thinking process. Led by an expert with deep experience leading teams who design and build solutions in real-world environments, you and your peers will collaborate to define problems and solve them using design thinking techniques. You will learn a straightforward process for problem definition, ideation, teaming, testing solutions and applying the process of solution building in your own organizational environment.

What You'll Learn

- The components of design thinking
- How to define users and customers
- Distinguish between symptoms, problems, and root causes
- How to have repeatable "a-ha" moments
- How to define a future state for solution paths
- How to prototype rapidly
- Agile practices for iteration
- Keep human qualities at the center of the design
- Apply design thinking to non-traditional roles

Who Needs to Attend

This design thinking course is perfect for anyone involved in product development, which includes roles such as:

- Web/Application/Product Developers
- Software Engineers
- UI/UX designers
- Graphic designers
- Product Managers and Directors
- Entrepreneurs

Prerequisites

Some familiarity with product management concepts.

DESIGN THINKING ESSENTIALS

Course Code: 821509

VIRTUAL CLASSROOM LIVE	$1,590 USD	2 Day

Virtual Classroom Live Outline

1. **What is design thinking**
   - What are wicked(complex) problems?
   - The concept of design thinking
   - Purpose of design thinking
   - Design Thinking vs User-Centered Design
   - Solution-based vs Problem based thinking
   Discovering problems
   - Identifying Technology problems and products
   - Refining Problem definitions
   - Distinguishing symptoms, problems, and root causes
   - Refining problem definitions
   - Exercise
2. **Design Thinking Process**
   - The 4 principles of design thinking
   - The 5 phases of design thinking
   - Obstacles in each phase
   - Tools to be used in each phase
   - Understanding Design Thinking as a non-linear process
   A deeper look at design thinking tools
   - Immersion
   - Visualization
   - Mind Mapping
   - Rapid Iteration
   - Assumption Testing
   - Prototyping
   - Finding Value Proposition
   - Learning Launch
   - Collaborative Creation
   - Exercise

Oct 27 - 28, 2025 | 8:30 AM - 4:30 PM EDT

DESIGN THINKING ESSENTIALS

Course Code: 821509

PRIVATE GROUP TRAINING	2 Day

Visit us at www.globalknowledge.com or call us at 1-866-716-6688.