Training Course:
Mastering Design Thinking: From Concept to Creation

31 March - 4 April 2025
Kuala Lumpur (Malaysia)
Royale Chulan Kuala Lumpur

Training Course:
Mastering Design Thinking: From Concept to Creation

Training Course code: PS235112 From: 31 March - 4 April 2025 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur Training Course Fees: 5250 ⬜ Euro

Introduction

Welcome to the Mastering Design Thinking training program! Design thinking is a powerful approach that helps individuals and teams tackle complex problems, generate innovative ideas, and create user-centered solutions. In this intensive 5-day program, participants will dive deep into the principles and practices of design thinking, learn how to apply it to real-world challenges and develop the skills needed to take ideas from concept to creation.

Objectives

By the end of this training program, participants will:

- Understand the core principles and stages of the design thinking process.
- Develop empathy and user-centric thinking to identify and address user needs effectively.
- Cultivate ideation and creativity skills to generate innovative solutions.
- Learn rapid prototyping techniques for testing and refining ideas.
- Gain the ability to collaborate effectively in cross-functional teams.
- Apply design thinking methodologies to real-world challenges.
- Build a portfolio of design thinking projects showcasing their skills and experience.

Target Audience

This training program is designed for professionals and individuals who want to master the art of design thinking and apply it to their work or projects. It is ideal for:

- Designers and creatives seeking to enhance their problem-solving abilities.
- Product managers and developers aiming to create user-centered products.
- Entrepreneurs looking to innovate and develop customer-focused solutions.
- Business leaders are interested in fostering a culture of innovation within their organizations.
- Anyone passionate about learning a human-centered approach to problem-solving.

Training Outline

Day 1: Introduction to Design Thinking and Empathetic Problem Framing

- Understanding design thinking principles and their value in various industries.
- Exploring the five stages of design thinking: Empathize, Define, Ideate, Prototype, and Test.
- Developing empathy through user research and insights gathering.

- Framing problem statements from a user-centered perspective.

Day 2: Ideation and Creativity Techniques

- Cultivating a creative mindset for generating innovative ideas.
- Exploring brainstorming techniques and ideation sessions.
- Applying lateral thinking and analogical reasoning to idea generation.
- Selecting and refining promising ideas for further development.

Day 3: Rapid Prototyping and Iterative Design

- Introduction to prototyping as a means of visualizing and testing ideas.
- Learning rapid prototyping tools and techniques.
- Building low-fidelity prototypes for quick validation.
- Iterative design process: Gathering feedback and refining prototypes.

Day 4: User Testing and Refinement

- Importance of user testing in design thinking.
- Planning and conducting effective user tests.
- Analyzing user feedback and identifying areas for improvement.
- Iterating on prototypes based on user insights.

Day 5: Collaboration and Implementation

- Effective collaboration in cross-functional teams.
- Developing a collaborative mindset and effective communication skills.
- Translating refined prototypes into actionable solutions.
- Creating a plan for implementing design thinking within participants' respective roles or projects.

Registration form on the Training Course:
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☐ Please find enclosed a cheque made payable to Global Horizon

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