



COURSE NAME

Design Thinking Bootcamp - Certified Program by Design Thinkers Academy

COURSE DURATION

Five days

COURSE DESCRIPTION

This course is an intensive hands-on workshop that teaches participants the principles of design thinking. Participants will learn how to identify and solve complex problems using a human-centered approach. The course covers topics such as empathy, ideation, prototyping, and testing.

COURSE OBJECTIVES

To equip participants with the skills and tools needed to apply design thinking principles to solve complex problems in their organizations. Moreover, You will be able to create an innovation process driven by fast iterations.

COURSE OUTLINES

DAY 1

I. Introduction to Design Thinking

- Definition and principles of Design Thinking
- Importance and benefits of Design Thinking
- Overview of the Design Thinking process

II. Empathy and User Research

- Understanding the importance of empathy in design
- Techniques for conducting user research
- Developing user personas and empathy maps.

DAY 2

III. Problem Definition and Ideation



- Defining the problem statement
- Brainstorming and ideation techniques
- Generating creative solutions through divergent thinking.

IV. Prototyping and Iteration

- Introduction to prototyping methods and tools
- Building low-fidelity prototypes
- Gathering feedback and iterating on designs.

DAY 3

V. Testing and Validation

- Conducting usability testing
- Gathering user feedback and insights
- Refining designs based on test results.

VI. Implementation and Execution

- Creating an implementation plan
- Overcoming implementation challenge
- Deploying and monitoring the design solution.

DAY 4

VII. Design Thinking in Action

- Case studies of successful Design Thinking projects
- Applying Design Thinking to real-world challenges
- Group exercises and hands-on activities.

VIII. Design Thinking Mindset and Culture

- Cultivating a Design Thinking mindset
- Fostering a culture of innovation and experimentation
- Overcoming barriers to adopting Design Thinking

DAY 5

IX. Reflection and Wrap-up



- Reviewing key learnings from the bootcamp
- Sharing personal experiences and insights
- Action planning for applying Design Thinking in participants' work

TRAINING METHODOLOGY:

- Pre-assessment
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- slides and handouts
- Post-assessment

DELIVERY METHOD:

- In person
- Online