

# Design Thinking Training

**Course Duration: 08 Hours**

**Course Code: DT-CT**

## 1. Course Overview

The Design Thinking Course is a practical, innovation-driven program that helps professionals solve complex problems using a human-centered approach. This course focuses on understanding user needs, redefining problems, and creating innovative solutions through ideation, prototyping, and testing. It is widely used in product development, marketing, and business strategy to drive creativity and customer satisfaction.

## 2. What You'll Learn

- Fundamentals of Design Thinking methodology
- Understanding user-centric problem solving
- Empathy mapping and user research techniques
- Defining problem statements effectively
- Brainstorming and ideation strategies
- Prototyping and testing concepts
- Implementing Design Thinking in real-world projects
- Collaboration and innovation techniques

## 3. Target Audience

- Digital marketers and business strategists
- Product managers and developers
- Entrepreneurs and startup founders
- UI/UX designers

- Corporate professionals looking to enhance innovation skills
- Students interested in creative problem-solving

## 4. Pre-Requisites

- No prior experience required
- Basic understanding of business or marketing concepts (optional)
- Willingness to think creatively and solve problems
- Interest in innovation and user experience

## 5. Course Content

### **Module 1: Introduction to Design Thinking**

- What is Design Thinking
- Importance in modern business

### **Module 2: Empathize Phase**

- Understanding users
- User research methods

### **Module 3: Define Phase**

- Problem framing
- Creating user personas

### **Module 4: Ideation Phase**

- Brainstorming techniques
- Creative thinking tools

### **Module 5: Prototyping**

- Low-fidelity & high-fidelity prototypes
- Tools and techniques

## **Module 6: Testing & Feedback**

- User testing methods
- Iteration and improvement

## **Module 7: Implementation**

- Real-world case studies
- Applying Design Thinking in business

