Design Thinking

Frame the right problem, uncover user needs and prototype solutions with design thinking.

DURATION	FORMAT	LEVEL
10 hours	Onsite, online or hybrid	Foundation

About this programme

A two-day, workshop-style programme that takes teams through the design thinking process (framing the challenge, building empathy, synthesising insights, ideating and rapid prototyping) using hands-on techniques throughout.

Who it is for: Product, delivery, CX and business teams, and managers driving innovation

What your team will be able to do

- Explain when design thinking is needed and how it improves customer experience
- Frame and reframe a challenge to make sure you solve the right problem
- Run stakeholder mapping and interviews to turn empathy into insight
- Write clear problem statements and generate ideas
- Prototype and iterate using storyboards and concept posters

Before you start

- None
- Bring a real problem from your work to use in the exercises

Course outline

1. Foundations

- Customer experience and how to measure it
- What design thinking is: convergent and divergent thinking
- Behaviours of innovators and when design thinking is needed

2. Framing and empathy

- Frame and reframe the challenge: are we solving the right problem?
- Need-finding: stakeholder mapping and interviewing techniques
- Categorising insights with Rose-Thorn-Bud

3. Synthesis and problem definition

- Affinity clustering
- The power of visualisation
- Writing problem statements with statement starters

4. Ideation and prototyping

- Ideation techniques
- Converging on the strongest ideas
- Rapid prototyping with storyboards and concept posters
- Other methods in the design thinking toolkit

Sample schedule

2 days onsite, or 3 half-day sessions online. We fit days and session lengths to your team's calendar.

Day 1	8 h	Foundations; Framing and empathy; Synthesis and problem definition; Ideation and prototyping
Day 2	2 h	Ideation and prototyping (continued)

Assessment and certification

How learning is checked

- A self-assessment before and after the programme
- Case work, role-plays and exercises with feedback from the trainer
- A personal action plan that each participant presents at the end

Certificate and exams

- Participants who complete the programme receive a Cognitive Networks AI certificate of completion.

Formats and cohort size

- Onsite: At your office or a venue you choose, in full days.
- Online, live: Instructor-led over video, usually in half-day sessions so people can keep up with work.
- Hybrid: Some days in a room together, the rest online. Useful when a team works across cities.

Cohort size: 15 to 30 people per trainer. Larger teams run as parallel cohorts on the same outline, so everyone learns the same thing.

Pricing: We quote per cohort, based on duration, format and number of cohorts. There is no per-seat price list: tell us your team and we send a proposal within one business day.

Bring this programme to your team

Request a proposal at cognitivenetworks.ai/contact?programme=design-thinking

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