

Training: A4Q
Design Thinking Foundation

FORM OF TRAINING	MATERIALS	PRICE	DURATION
Traditional	Hardcopy	550 EUR	2 days
Traditional	CTAB Tablet	700 EUR	2 days
Distance learning	Hardcopy	550 EUR	2 days
Distance learning	CTAB Tablet	550 EUR	2 days

LOCATIONS

Krakow - 5 Tatarska Street, II floor, hours: 9:00 am - 4:00 pm

Warsaw - 17 Bielska Street, hours: 9:00 am - 4:00 pm

TRAINING GOALS:

The **Design Thinking Foundation** course is a practical training course aimed at business and technical professionals who desire a basic understanding of this collaborative innovation-seeking approach to problem solving and solutions development. Participants will learn the basics of **design thinking** and various approaches to identifying and evaluating creative and practical solutions to business challenges.

This two-day course provides sufficient time for taking an exam on the second day. The course consists of lecture/demonstrations and hands-on exercises. The **certification exam** is a 40-question multiple-choice exam. The **Design Thinking certification** is awarded to those who successfully pass the exam.

By the end of this course, an attendee should be able to:

- Explain the design thinking approach to solving problems
- Apply design thinking approaches and tools to a variety of challenges and problems
- Participate positively in collaborative ideation and evaluation.

This course is aimed at anyone who wants to understand the theory of **Design Thinking** and how to apply this human-centred approach to achieve real business value. This includes:

- Product Owners
- Scrum Masters
- Product Managers
- Software Engineers

- UX Designers
- Designers
- Anyone involved in coaching or training teams seeking to implement design thinking
- Managers seeking to understand how design thinking can add value in their organization
- Business Analysts working with design thinking teams

CONSPECT:

- Introduction
- Design Thinking Background
 - Definition of design thinking
 - Business uses of design thinking
 - Variety within design thinking discipline
 - Design thinking mindset
- Hands-on Preparation
 - Concept: empathy
 - Concept: ethnography
 - Concept: A design thinking process: Designing for Growth
 - Method: What is: journey mapping
 - Method: What is: value chain analysis
 - Method: What is: mind mapping
- Hands-on Process Stage: What is
- Design Thinking Processes
 - Concept: Numerous approaches
 - Concept: Double Diamond
 - Concept: 5 Stage d.School
 - Concept: Role of project management
- Hands-on Preparation
 - Concept: divergent thinking
 - Concept: convergent thinking
 - Concept: visual thinking
 - Method: What if: visualization
 - Method: What if: brainstorming
 - Method: What if: concept development
- Hands-on Process Stage: What if

- Design Thinking Resources
 - Concept: people
 - Concept: place
 - Concept: materials
 - Concept: organizational fit
- Hands-on Preparation
 - Concept: assumption testing
 - Concept: prototyping
 - Method: What wows: assumption testing
 - Method: What wows: rapid prototyping
- Hands-on Process Stage: What wows
- Hands-on Preparation
 - Concept: Time for learning and validation
 - Concept: Purposeful use of tools and alignment with process
 - Concept: Apply design thinking to product development
 - Method: What works: customer co-creation
 - Method: What works: learning launch
- Hands-on Process Stage: What works
- Design Thinking Foundation Exam

Difficulty level



CERTIFICATE:

This course prepares you for Design Thinking Foundation certification exam which is an integral part of the course.

Successful completion of the training course, as well as passing the exam, are required to attain the Design Thinking Foundation certification.

For each participant in an authorized training Design Thinking Foundation at Compendium CE, A4Q Design Thinking Foundation Level exam is included in training price.

TRAINER:

A4Q Certified Trainer.