Design Thinking Workshop Training

Duration: **2 Day**

BİLGİNÇ IT Academy
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Overview

Design Thinking is a powerful, user-centered approach to problem-solving and innovation. In today's fast-changing, highly connected world, understanding user behavior, needs, and environments is more critical than ever.

This **{*training}** provides a practical and immersive introduction to Design Thinking, enabling participants to develop the skills needed to empathize with users, define problems clearly, and create innovative solutions.

Prerequisites

There are no specific prerequisites for this course.

Who Should Attend

- Beginners in Design Thinking
- Product and service professionals
- UX/UI, innovation, and marketing teams
- Anyone interested in creative problem-solving

What You Will Learn

By the end of this {*training}, you will have gained knowledge and skills in the following areas:

- Understand Design Thinking principles and benefits
- Apply Design Thinking techniques in real-world scenarios
- Develop an innovation mindset
- Solve complex problems creatively
- Improve products and processes using Design Thinking

Outline

What is Design Thinking?

- Human-centered design approach
- Empathy-driven innovation
- Role in modern product development
- Integration with Agile methodologies

Workshop Experience

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This immersive two-day workshop combines:

- Hands-on group activities
- Real-world case studies
- Practical exercises
- Interactive discussions

Participants will explore real-life scenarios and learn best practices for product and service design.

The 5 Stages of Design Thinking

1. Empathise

Understand user needs and behaviors

2. Define

Clearly articulate the problem

3. Ideate

Generate creative ideas

4. Prototype

Build quick, testable solutions

5. Test

Gather feedback and refine solutions

Double Diamond Framework

- Discover
- Define
- Develop
- Deliver

Participants will gain practical experience applying this framework to real-world challenges.

Real-World Applications

- Product innovation
- Customer experience design
- Digital transformation
- Startup ecosystems
- Enterprise problem-solving