# Foundation Certificate in Design Thinking Training

Duration: **3 Day**

BILGINÇ IT Academy
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## Overview

**Design Thinking** is a creative, human-centered methodology that brings innovation and customer empathy into business problem-solving.
It applies the **design mindset** to identify real user needs and generate impactful, user-driven solutions.

This course prepares participants for the**A4Q Foundation Certificate in Design Thinking**, an internationally recognized qualification validating knowledge of the**Design Thinking process, techniques, and cultural application**.

The **A4Q Foundation Certificate in Design Thinking** empowers professionals to lead innovation through **empathy, creativity, and collaboration**.
Participants gain the confidence to facilitate design-led processes that deliver**impactful, customer-centric solutions** in any business context.

This course provides a **globally recognized credential** in design-driven innovation — essential for product, UX, and strategy professionals.

## Prerequisites

There are no formal prerequisites for this course.
However, prior exposure to **product development, UX/UI, or agile project management** is beneficial.

## Who Should Attend

- Product Owners and Managers
- Scrum Masters and Agile Practitioners
- UX / UI Designers
- Software Engineers and Developers
- Service Designers
- Innovation Strategists
- Business Analysts

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## What You Will Learn

After completing this course, delegates will be able to:

- Understand the **theory and stages** of the Design Thinking process.
- Apply **empathy, ideation, and prototyping** to real-world challenges.
- Utilize both the **Double Diamond** and **Stanford d.School** models.
- Employ creative techniques such as brainstorming, storyboarding, and persona mapping.
- Integrate Design Thinking within organizational culture using POPIT™ and the Culture Pyramid.
- Develop user-centered, innovative solutions collaboratively.

## Outline

**Introduction to Design Thinking (10%)**

- Concepts, rationale, and mindset

**Core Practices (15%)**

- Empathy, research, divergent/convergent thinking, iteration

**Approaches (20%)**

- Double Diamond and Stanford d.School five-stage model

**Techniques (40%)**

- Brainstorming vs. brainwriting, persona analysis, storyboarding, validation

**Implementation (15%)**

- Organizational culture, POPIT™, and enablers of design-led innovation