Design Thinking Training

Duration: **2 Day**

BİLGİNÇ IT Academy
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Overview

The main goal of this training is to equip participants with a mindset and methodology to solve problems creatively and empathetically. Attendees will experience the full design thinking cycle: empathize, define, ideate, prototype, and test.

What You Will Learn

- **Empathy Building:** Understand user needs and challenges
- **Creative Thinking:** Generate diverse and innovative ideas
- **Prototyping:** Transform abstract ideas into tangible solutions
- **Critical Thinking:** Analyze and refine ideas objectively
- **Collaboration:** Co-create solutions with diverse teams
- **Innovation:** Develop novel products, services, or processes

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Outline

1. Empathize Phase

- Discovering user needs through interviews and observation
- Understanding emotional and functional experiences
- Empathy mapping exercises

2. Define Phase

- Framing the core user problem
- Synthesizing findings into insights
- Formulating a problem statement

3. Ideate Phase

- Brainstorming techniques (SCAMPER, mind mapping)
- Encouraging quantity and diversity of ideas
- Creative team collaboration

4. Prototype Phase

- Rapid prototyping with minimal resources
- Low-fidelity models to test key concepts
- Iterative improvement cycles

5. Test Phase

- Testing prototypes with users
- Gathering feedback effectively
- Refining based on insights

6. Creative & Critical Reflection

- Evaluating effectiveness of ideas
- Learning from failure and feedback
- Finalizing actionable and sustainable solutions