

Design Thinking: Empathy Maps & Prototyping

Learn to apply Design Thinking, from empathy mapping and ideation to prototyping and testing solutions.

COURSE OVERVIEW

This course explains what Design Thinking is, why it matters, and how creative thinking abilities can be developed through mind mapping and related exercises. It covers real-life examples of Design Thinking and works through its five steps: empathise, design, ideate, prototype and test. It also addresses identifying problems through root cause analysis, problem-solving models, understanding stakeholders and users, and recognising and breaking barriers to innovation. Finally, it looks at designing empathy maps and enabling Design Thinking within teams.

WHO THIS COURSE IS FOR

Design Thinking Practitioners

Product Designers

Innovation Teams

Problem Solvers

Team Leads

UX Designers

LEARNING OBJECTIVES

- Explain what Design Thinking is and why it matters
- Describe how the brain functions in creative thinking
- Apply techniques to improve creative thinking abilities
- Identify problems using root cause analysis
- Compare different problem-solving models
- Analyse stakeholders and users, internal and external
- Identify barriers to innovation and ways to break them
- Design empathy maps to support Design Thinking in teams

19 Topics

TOPICS

What is Design Thinking · Importance of Design Thinking · Functioning of Brain

Improving Creative Thinking Abilities

TOPICS

Testing creative thinking process · Mind Mapping · Creative Thinking exercises

Real life examples of Design Thinking

5 Steps of Design Thinking

TOPICS

Empathise · Design · Ideate - Brainstorming · Prototype · Test

Identifying Problems through RCA · Problem Solving Models

Understanding the Stakeholders and Users

TOPICS

- Internal and External
- Understanding Innovation
- Recognizing and Breaking Barriers to Innovation
- Designing Empathy Maps
- Enabling Design Thinking in Teams

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

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