

Design Thinking

Develop new ways of thinking to design innovative solutions to complex problems

MODALITY
100% online
training action

Highlights

- Discover Design Thinking through a practical case study and a wide array of formats: videos, articles, activities...
- Implementation of foolproof techniques to spur new ideas
- Introduction to preparing and facilitating collective workshops
- Using the power of empathy and intuition

 Estimated time: 12h

 Sessions: contact-us at +33 1 85 08 92 75

Programme

PART 1

Discover the value of Design Thinking

- Understand why innovation matters for business
- Review the many shapes of corporate innovation
- Discover how design drives innovation
- Evaluate your organization's readiness for Design Thinking

PART 2

Prepare for Design Thinking and understand user needs

- Decide on objectives, users, context and your team
- Frame your design challenge
- Observe users closely and run an effective user interview
- Practice empathy at work

PART 3

Identify the right problem to solve and imagine creative solutions

- Synthesize user research with empathy mapping
- Redefine your design challenge based on user research learnings
- Generate creative ideas that address user needs
- Narrow down ideas to explore further

PART 4

Build and test solutions and perfect your practice of Design Thinking

- Explore prototyping methods and build a prototype
- Leverage user testing to improve your prototype
- Discover the foundations of storytelling
- Package and pitch a solution

Audience

Anyone who is interested in thinking differently about the way they work and the problems they encounter on a daily basis, no matter their position. Recommended targets: project managers, marketing/communication, operational/administrative/financial teams, product or service design teams. A man

Prerequisites

No prior knowledge or experience is required to take part in this training course.

Modalités d'évaluation : un questionnaire est proposé à la fin de chaque module, ainsi qu'un examen final à l'issue de la formation.

Trainer(s)



Sandra Camacho

Après 8 ans chez Google, Sandra monte sa propre structure pour accompagner grands groupes, PME et ONG dans le pilotage de projets d'innovation, le design de services et d'expériences et l'acculturation au Design Thinking.

Last updated in August 2025.