

Practical Design Thinking and Human-Centred Innovation Course

4 – 8 January 2027
Madrid

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Training Center

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Ref: 1726_229634 **Date:** 4 – 8 January 2027 **Location:** Madrid **Fees:** 5700 Euro

Overview

Practical Design Thinking and Human-Centred Innovation Course is a one-week course for managers, product and service teams, project professionals, and innovation practitioners who leave with a Tested Concept and Design Evidence Portfolio. Participants use ethical user research, human-centered problem solving, insight synthesis, idea selection, rapid prototyping, user testing, and iteration to address customer or employee challenges. The course moves from evidence to an implementation experiment rather than treating creativity as an unstructured discussion. Agile Leaders Training Center delivers practical design thinking training.

Who Should Attend

- Functions responsible for investigating customer or employee needs and service barriers
- Teams responsible for product, service, policy, or process innovation decisions
- Functions responsible for project discovery, requirements, and stakeholder alignment
- Teams responsible for facilitating cross-functional problem solving and experimentation
- Managers responsible for selecting concepts and sponsoring implementation trials

The course assumes participants can bring a workplace challenge and engage with users or stakeholders, and it leaves out visual design software, product engineering, and advanced market research statistics.

Departments and Industries

The course supports departments and industries that need evidence-based innovation across customer, employee, and operational experiences.

- Product management, service design, customer experience, and marketing functions
- Strategy, transformation, project management, and organizational development teams
- Technology, financial services, and professional service organizations
- Healthcare administration, education, and public-service operations
- Manufacturing, logistics, energy, and infrastructure support functions

Learning Objectives

By the end of this course, participants will be able to:

- Apply ethical observation and interview methods to user research
- Analyze evidence to build insights and point-of-view statements
- Use how-might-we questions and structured ideation methods
- Prioritize concepts against user value, feasibility, and constraints
- Build and evaluate low-fidelity prototypes through user testing
- Create an iterative implementation experiment and evidence portfolio

Course Agenda

Day 1: Human-Centered Discovery

- Design Thinking Modes and Iteration Map
- Challenge Boundary and Assumption Register
- Stakeholder and User Ecosystem Map
- Ethical Observation and Interview Plan
- Empathy Map and User Journey Baseline

Day 2: Evidence Synthesis and Problem Framing

- Interview Note Capture and Evidence Sorting Method
- Affinity Mapping and Pattern Identification Grid
- User Need and Insight Statement Builder
- Point-of-View Problem Framing Template
- How-Might-We Question Quality Check

Day 3: Ideation and Concept Selection

- Divergent and Convergent Thinking Cycle
- Brainwriting and Crazy Eights Idea Methods
- Idea Combination and Concept Card Canvas
- User Value, Feasibility, and Constraint Matrix
- Concept Selection and Assumption Test Board

Day 4: Prototyping and User Testing

- Prototype Purpose and Fidelity Decision Guide
- Storyboard, Paper Interface, and Service Scenario Methods
- Critical Assumption Prototype Build Plan
- Non-Leading User Test Discussion Guide
- Feedback Capture and Iteration Decision Log

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Day 5: Design Thinking Practice and Capstone

- Exercise: User Evidence and Problem Frame Review
- Exercise: Ideation and Concept Selection Simulation
- Exercise: Low-Fidelity Prototype Build
- Exercise: User Test, Feedback, and Iteration Cycle
- Capstone Exercise: Tested Concept and Design Evidence Portfolio

Practical Exercises

The course uses suggested activities based on customer, employee, and operational challenges.

- Suggested activity: conduct a short observation or interview and separate evidence from assumptions.
- Suggested activity: synthesize notes into needs, insights, a point of view, and how-might-we questions.
- Suggested activity: generate concepts, apply selection criteria, and build a low-fidelity prototype.
- Suggested activity: test without leading the user, record feedback, and choose the next iteration.

FAQs

Who suits practical design thinking training, and what does it assume?

Managers, product and service teams, project professionals, and innovation practitioners suit the training. It assumes participants can examine a real workplace challenge and engage with users or stakeholders.

How does design thinking differ from general creative thinking?

Design thinking connects creativity to user evidence, explicit problem framing, tangible prototypes, and iterative tests. General creative thinking may generate ideas without requiring user research or evidence from prototype use.

What is human-centered problem solving in design thinking?

Human-centered problem solving begins with people in context, turns observations into needs and insights, and tests possible solutions with the people affected before committing to implementation.

Why use rapid prototyping before implementing a design thinking concept?

Rapid prototyping makes assumptions visible and testable at low cost. It enables teams to gather specific feedback, identify failure points, and revise a concept before larger commitments are made.

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How should user testing feedback guide design thinking iteration?

User testing feedback should be recorded as observed behavior, comments, questions, and new evidence. Teams then decide which assumptions changed, what needs refinement, and what the next prototype should test.

Conclusion

Participants take a Tested Concept and Design Evidence Portfolio back to work. It connects user evidence, problem framing, ideas, selection rationale, prototypes, test findings, and an implementation experiment. The portfolio helps teams replace unsupported solution assumptions with visible learning and an agreed next step.