

Design Thinking 1 day

Think differently, design smarter and innovate better with Design Thinking

When developing a new product, service or process, or when incremental improvements are no longer enough, a different way of thinking is called for. Design Thinking is a customer-centred approach to innovation that helps teams understand the real needs of users, challenge assumptions and create solutions that deliver meaningful value. By combining empathy, creativity and structured problem-solving, participants will learn how to design innovative products, services and experiences that are desirable, feasible and viable.

Through a blend of creative thinking, structured problem-solving and hands-on activities, this one-day course introduces participants to the principles and stages of Design Thinking, equipping them with the tools and confidence to tackle business challenges, improve customer experiences and drive continuous innovation in their organisations.

What You'll Learn

By the end of this programme, you will be able to:

- Explain the principles of Design Thinking and its value in driving customer-centred innovation.
- Understand and apply the Double Diamond framework to guide the design and innovation process from problem discovery through to solution delivery.
- Use empathy and customer insight techniques to better understand user needs, behaviours and pain points.
- Define clear, user-centred problem statements that address the right challenge.
- Apply a range of ideation techniques to generate and evaluate innovative solutions.
- Develop rapid, low-fidelity prototypes to explore and communicate ideas.
- Test concepts with users, gather meaningful feedback and refine solutions through iteration.
- Apply Design Thinking tools and techniques to the development of new products, services, processes and customer experiences.
- Identify practical opportunities to embed Design Thinking within your own role, team or organisation.

Delivery Format

- Delivered in-company, either on-site or virtually
- Features bespoke, lively, and interactive sessions tailored to your team
- Typically delivered over one day but can be split across half-day session

Who Should Attend?

Whether you are responsible for delivering change, improving processes, understanding customers or creating new solutions, this programme will provide practical tools and techniques to help you achieve better outcomes. In particular:

- Project leads, Business Analysts and Change Managers seeking new approaches to solving challenges
- Product Managers, Product Owners, Service Designers and UX/UI Designers developing customer-focused solutions
- Customer Experience and Innovation professionals looking to enhance customer insight and creativity
- Anyone who wants to develop the mindset and tools to drive customer-led innovation

Why Choose This Course?

This programme equips participants with proven techniques to better understand user needs, challenge assumptions, encourage creative thinking and rapidly test ideas before investing significant time and resources.

Designed as an interactive, hands-on learning experience, the course combines practical exercises, group activities and real-world scenarios to bring the Design Thinking process to life. Participants will leave with a clear understanding of each stage of the methodology, along with practical tools and templates they can apply immediately in their own organisation. By the end of the day, delegates will have greater confidence in tackling complex problems, collaborating across teams and designing solutions that are both innovative and customer focused.

Course Content

Throughout the programme, participants will be introduced to a range of practical Design Thinking tools and techniques, including:

- The Double Diamond framework for guiding the innovation process from discovery to delivery
- Empathy mapping to better understand customer needs, behaviours and motivations and customer personas to represent key user groups and inform decision-making
- "How Might We...?" questions to reframe challenges into opportunities for innovation
- Brainstorming and ideation techniques to generate a broad range of creative solutions, and techniques for prioritisation
- Rapid, low-fidelity prototyping techniques, including paper prototypes and storyboards
- User testing and feedback methods to validate ideas and support iterative improvement

Why Choose Catalyst?

Catalyst delivers results, not just services. We blend consulting, coaching, training, and AI-powered tools into a seamless support system that meets teams where they are, developing capability at every level.

Thousands trust us to support their learning and Continuous Improvement journeys – we've specialised in Lean Six Sigma Training and Consultancy for over 30 years. We're known for sharing our knowledge in an accessible and interactive way. Look no further for relevant, relatable content, built by experts and accredited by the British Quality Foundation and the Lean Competency System (LCS). We are the BQF's primary Lean Six Sigma partner and recommended by the Chartered Quality Institute.