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## DESIGN THINKING BOOTCAMP

<b>Start Date:</b>	20/07/2026	<b>End Date:</b>	24/07/2026
<b>Categories:</b>	Wellbeing & Personal Dev	<b>Venues:</b>	Amsterdam
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This hands-on course immerses participants in the design thinking process to solve complex problems creatively and empathetically. Participants will learn to design user-centered solutions through iterative discovery, ideation, and prototyping.

### OBJECTIVES

By the end of this course, participants will be able to: - Understand and apply the five phases of design thinking. - Conduct user research and define problem statements with empathy. - Generate creative ideas and prioritize viable solutions. - Prototype and test solutions in iterative cycles. - Facilitate design thinking in team settings and innovation labs.

### COURSE OUTLINE

1- Introduction to Design Thinking and Human-Centered Design  
2- Empathy and Problem Framing Techniques  
3- Ideation, Brainstorming, and Concept Selection  
4- Prototyping and Testing Rapid Solutions  
5- Leading Design Thinking in Your Team

### TARGET AUDIENCE

All Supervisory Levels, Innovation teams, supervisors, facilitators, UX professionals, HR, and operations leaders solving user-focused challenges.

### METHODOLOGY

Hands-on workshops, empathy mapping, ideation games, rapid prototyping, team feedback rounds, and field-testing.

### CONCLUSION

Participants will leave with experience in the full design thinking cycle and tools to embed innovation in their workplace.

### DAILY AGENDA

## **Day 1: Empathy in Action**

Start by deeply understanding the user or stakeholder through observation and interviews.

## **Day 2: Frame the Problem**

Transform insights into meaningful problem statements and opportunity areas.

## **Day 3: Generate Solutions**

Use ideation tools to explore bold, divergent ideas.

## **Day 4: Prototype Fast**

Turn ideas into tangible, testable experiences quickly.

## **Day 5: Test & Reflect**

Gather user feedback, iterate, and build a facilitation action plan.

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*For more information, please contact us:*

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