

Email: info@gatewayconsulting.com | Phone: +96522968641
<https://gatewayconsulting.com>

DESIGN THINKING BOOTCAMP

Start Date:	29/06/2026	End Date:	03/07/2026
Categories:	Wellbeing & Personal Dev	Venues:	Amsterdam
Formats:	In Person	Instructors:	

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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