Innovative Design Thinking for Complex Problem-Solving Training Course



26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #INN4464_278233

Course Introduction / Overview:

This course provides a comprehensive immersion into the world of Design Thinking, a powerful human-centered approach for tackling complex problems and driving innovation. In today's rapidly changing business landscape, the ability to creatively and effectively solve challenges is paramount. This program moves beyond theoretical knowledge to offer a practical, hands-on framework for understanding user needs, challenging assumptions, and redefining problems to identify alternative strategies and solutions. Drawing upon the foundational principles articulated by pioneers like Tim Brown in his influential book, "Change by Design", participants will learn how to apply a structured yet flexible process to innovate in products, services, and internal processes. BIG BEN Training Center has designed this course to equip professionals with a repeatable methodology for generating breakthrough ideas and transforming them into tangible outcomes. It is an essential toolkit for anyone looking to foster a culture of continuous improvement and user-centricity within their organization, ensuring solutions are not only viable and feasible but also genuinely desirable to the end-user. This journey will empower you to navigate ambiguity with confidence and lead transformative change.

Target Audience / This training course is suitable for:

- Product Managers and Product Owners.
- UX/UI Designers and Researchers.
- Team Leaders and Department Heads.
- Project and Program Managers.
- Engineers and Software Developers.
- Business Analysts and Strategists.
- Marketing and Customer Experience Professionals.
- Entrepreneurs and Business Owners.
- R&D Professionals and Innovation Managers.
- Consultants seeking to enhance their problem-solving toolkit.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and E-commerce.
- Telecommunications.
- Consulting and Professional Services.
- Education and E-Learning.
- Government Agencies and Public Sector Organizations.
- Non-Profit and Social Enterprise sectors.

Target Organizations Departments:

- Product Development and Management.
- Research and Development (R&D).
- Marketing and Communications.
- Customer Experience and Service Departments.
- Strategy and Business Development.
- Information Technology (IT).
- Human Resources and Organizational Development.
- Operations and Process Improvement Teams.
- Innovation and Transformation Offices.
- User Experience (UX) and User Interface (UI) Design.

Course Offerings:

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

- Apply the five-stage Design Thinking model to solve complex business challenges.
- Conduct effective user research and develop deep empathy for customer needs.
- Define clear and actionable problem statements based on synthesized insights.
- Facilitate dynamic ideation sessions using a variety of creative brainstorming techniques.
- Develop and test low-fidelity and high-fidelity prototypes to gather user feedback.
- Analyze test results to iterate and refine solutions effectively.
- Integrate Design Thinking principles into agile and traditional project management workflows.
- Champion a human-centered design culture within their teams and organization.
- Communicate and present innovative concepts persuasively to stakeholders.
- Develop a strategic mindset for identifying innovation opportunities.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and collaborative, ensuring that participants not only learn the theory of Design Thinking but also apply it in practice. This course emphasizes a "learning by doing" approach, where theoretical concepts are immediately followed by hands-on activities and real-world case studies. Participants will work in small teams on a course-long project, navigating each stage of the Design Thinking process from empathy to testing. The sessions will include a dynamic mix of facilitator-led presentations, interactive group discussions, brainstorming workshops, and prototyping labs. Our expert instructors foster a psychologically safe environment where experimentation and failure are seen as crucial parts of the learning process. Ample time is dedicated to peer-to-peer feedback and expert coaching, allowing participants to refine their skills and deepen their understanding. This immersive and practical approach ensures that attendees leave the course with the confidence and competence to apply Design Thinking methodologies to their own professional challenges immediately, driving tangible results and fostering a sustainable culture of innovation within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Human-Centered Problem Solving

- Introduction to Design Thinking principles and mindset.
- The history and evolution of Design Thinking.
- Contrasting Design Thinking with traditional problem-solving methods.
- Overview of the five-stage model: Empathize, Define, Ideate, Prototype, Test.
- Understanding the importance of ambiguity and iteration in the creative process.
- Case studies of successful Design Thinking implementation.
- Setting the stage for the course-long team project.

Unit Two: Empathize and Define: Uncovering the Core Problem

- The art of developing deep user empathy.
- Techniques for effective user observation and interviews.
- Introduction to ethnographic research methods.
- Creating empathy maps and user personas to synthesize findings.
- Crafting user journey maps to identify pain points and opportunities.
- The "Define" stage: moving from insights to a clear problem statement.
- Developing a compelling Point of View (POV) and "How Might We" questions.

Unit Three: Ideate: Generating a Spectrum of Solutions

- Creating the right environment for creative ideation.
- Divergent vs. convergent thinking techniques.
- Classic brainstorming and its variations like brainwriting and reverse brainstorming.
- Utilizing creativity tools such as SCAMPER and storyboarding.
- Techniques for idea clustering, analysis, and prioritization.
- Avoiding common pitfalls in group ideation sessions.
- Selecting the most promising ideas to move into the prototyping phase.

Unit Four: Prototype and Test: Bringing Ideas to Life

- The purpose of prototyping: making ideas tangible and testable.
- Exploring different levels of prototype fidelity (low, medium, high).
- Hands-on workshop: creating paper prototypes, mockups, and role-playing scenarios.
- Designing effective user testing plans and protocols.
- Best practices for conducting user feedback sessions.
- Techniques for gathering, synthesizing, and acting on user feedback.
- The iterative cycle of building, measuring, and learning.

Unit Five: Implementation and Fostering an Innovation Culture

- Integrating Design Thinking into Agile and Lean methodologies.
- Strategies for presenting and selling Design Thinking concepts to stakeholders.
- Overcoming common organizational barriers to innovation.
- Measuring the impact and ROI of Design Thinking initiatives.
- Developing a roadmap for scaling Design Thinking within your organization.
- Leadership's role in cultivating a sustainable culture of human-centered design.
- Final project presentations and action planning for personal application.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the ethical implications of user-centric data collection in the 'Empathize' phase challenge the very principles of human-centered design?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the application of Design Thinking to solve complex, systemic business problems, rather than limiting its scope to product or service design alone. While many programs teach the tools, we concentrate on cultivating the strategic mindset required to identify where and how these tools can create the most significant impact. Our curriculum is built around a single, comprehensive project that participants work on from start to finish, ensuring a deep, practical understanding of the entire iterative cycle, not just isolated stages. We emphasize the "messy" realities of innovation, teaching participants how to navigate ambiguity, manage stakeholder expectations, and overcome organizational resistance. The course content moves beyond basic techniques to explore the integration of Design Thinking with established business frameworks like Agile and Lean, providing a holistic view of how to embed innovation into an organization's DNA. The focus is less on just generating ideas and more on a rigorous process of validating assumptions and de-risking innovative concepts before significant investment, delivering a tangible return on investment for both the participant and their organization.