

MASTERING DESIGN THINKING AND DESIGN SPRINT METHODOLOGIES

"Solve Complex Problems and Accelerate Innovation with Customer-Centric Tools"

Schedule

| Date | Venue | Fees (Face-to-Face) |
|------------------|------------------|-----------------------|
| 21 - 23 Sep 2026 | Manama - Bahrain | USD 2495 per delegate |

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In an era of rapid change, traditional problem-solving approaches often fall short. Design Thinking and Design Sprint methodologies offer a human-centered, iterative way to solve challenges, test ideas, and bring innovative solutions to market faster.

This hands-on course enables participants to master the full cycle of Design Thinking and implement time-boxed Design Sprints to validate ideas quickly. Participants will work on real challenges using empathy maps, journey maps, ideation frameworks, prototyping tools, and user testing techniques.

Objectives

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

- Apply the five phases of Design Thinking to real-world problems
- Use Design Sprint techniques to rapidly ideate, prototype, and test solutions
- Facilitate workshops that encourage creativity, collaboration, and innovation
- Create customer personas, journey maps, and low-fidelity prototypes
- Align teams around user needs and reduce time to decision-making

Why Attend

- Learn globally adopted innovation frameworks used by Google, IDEO, and others
- Gain tools to lead design workshops and accelerate problem solving
- Reduce product or service development cycles using tested sprint models
- Improve team creativity, alignment, and focus
- Turn vague challenges into actionable, testable solutions

Target Audience

This program is designed for:

- Product owners, designers, and project leaders seeking structured innovation tools
- Marketing, R&D, operations, and customer experience professionals
- HR and learning teams working on internal innovation and engagement
- Entrepreneurs, intrapreneurs, and consultants driving change and growth

Individual Benefits

Key competencies that will be developed include:

- Human-centered design skills and mindset
- Facilitation of ideation and prototyping sessions
- Use of structured frameworks like empathy mapping and storyboarding
- Ability to test and validate solutions with real users
- Cross-functional collaboration and co-creation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Faster, validated innovation cycles for products, services, or processes
- Improved problem-framing and user understanding
- More collaborative, creative, and empowered teams
- Reduced risks in innovation investments
- A culture that embraces experimentation and continuous learning

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Introduction to Design Thinking and Design Sprint theory
- Case Studies - Examples of global innovation success using these methods
- Workshops - Step-by-step application of each design phase and sprint task
- Peer Exchange - Team collaboration and feedback in breakout challenges
- Tools - Templates for journey maps, ideation grids, sprint timelines, and testing plans

Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Design Thinking Foundations

- Module 1: Introduction to Design Thinking (07:30 – 09:30) • Overview of the 5 phases: Empathize, Define, Ideate, Prototype, Test • The importance of human-centered design • Key mindsets and roles in design teams
- Module 2: Empathize – Understanding the User (09:45 – 11:15) • Empathy mapping and observational research • Interview techniques and user persona creation • Identifying pain points and needs
- Module 3: Define – Framing the Right Problem (11:30 – 01:00) • Synthesizing insights into “How Might We” questions • Establishing a clear, actionable problem statement • Avoiding solution bias
- Module 4: Workshop – Persona & Problem Framing (02:00 – 03:30) • Develop personas and define the challenge statement

Day 2: Ideation and Prototyping

- Module 1: Ideate – Generating Creative Solutions (07:30 – 09:30) • Brainstorming techniques (e.g., Crazy 8s, SCAMPER) • Encouraging wild ideas and divergent thinking • Group idea selection and convergence
- Module 2: Prototype – Bringing Ideas to Life (09:45 – 11:15) • Low-fidelity prototyping tools and materials • Sketches, storyboards, and paper mockups • Rapid building to explore concepts
- Module 3: Workshop – Prototype Your Solution (11:30 – 01:00) • Teams build initial prototypes for user testing • Refining based on feasibility and creativity
- Module 4: Mini-Sprint Simulation (02:00 – 03:30) • Compressing the Design Sprint process into a practice scenario

Day 3: Design Sprint Application and Testing

- Module 1: Overview of the 5-Day Design Sprint (07:30 – 09:30) • Day-by-day breakdown: Map, Sketch, Decide, Prototype, Test • Team roles and facilitation techniques • When to use a full vs. mini sprint
- Module 2: User Testing and Feedback (09:45 – 11:15) • Planning and conducting user tests • Capturing feedback and patterns • Iterating based on real user input
- Module 3: Applying to Real Projects (11:30 – 01:00) • Identifying use cases within your organization • Building stakeholder buy-in and cross-functional teams • Planning for post-sprint implementation
- Module 4: Final Presentations & Action Planning (02:00 – 03:30) • Team presentations of sprint results • Individual action plans for applying tools post-training

Certification

Participants will receive a Certificate of Completion in Mastering Design Thinking and Design Sprint Methodologies, validating their ability to lead and apply structured innovation processes to solve problems, prototype ideas, and test user-centered solutions in real-world settings.

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TEL:

+601116373203

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info@mawaevents.net

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