

DESIGN SPRINT METHODOLOGY MASTERCLASS

"Rapidly Solve Big Problems and Test Ideas in Just Five Phases"

Schedule

Date	Venue	Fees (Face-to-Face)
05 - 07 May 2026	Manama, Bahrain	USD 2495 per delegate

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

Introduction

The Design Sprint is a structured, time-constrained innovation process originally developed by Google Ventures to solve big problems and test new ideas in just days. This masterclass guides participants through the five key phases of a sprint—Understand, Sketch, Decide, Prototype, and Test—delivering maximum learning with minimal time and resources.

Ideal for professionals working in innovation, UX, product development, and change management, this course will empower teams to align, ideate, and validate solutions with real users before significant investment. Participants will walk away with hands-on experience and templates to run their own sprints confidently.

Objectives

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

- Understand the structure and purpose of the Design Sprint framework
- Lead or participate in 5-phase design sprints to tackle complex challenges
- Facilitate ideation, prototyping, and user testing in high-speed environments
- Align cross-functional teams quickly toward shared goals
- Use design thinking and agile practices to accelerate innovation

Why Attend

- Master a proven process used by leading tech and innovation teams worldwide
- Learn how to reduce risk and gain stakeholder buy-in through rapid validation
- Save weeks or months of work by testing solutions early and cheaply
- Practice sprint tools and facilitation techniques in a safe, collaborative setting
- Gain a competitive edge in product, service, or process innovation

Target Audience

This program is designed for:

- Innovation, product, and UX professionals
- Startup founders and intrapreneurs
- Project and team leaders working on complex challenges
- Service designers and agile practitioners
- Anyone involved in launching new ideas or solving big problems quickly

Individual Benefits

Key competencies that will be developed include:

- Design sprint facilitation and collaboration skills
- Creative problem-solving and critical thinking under time constraints
- Prototyping and user feedback integration
- Design thinking mindset and lean innovation tools
- Confidence in validating ideas without full-scale execution

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Accelerated innovation cycles and reduced product failure rates
- Stronger team alignment and faster decision-making
- Cost-effective experimentation and learning culture
- Better user-centric design in products, services, or strategies
- A structured approach to exploring new business opportunities

Instructional Methodology

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

- Strategy Briefings - Design sprint origins, phases, and real-world cases
- Case Studies - Sprint outcomes from startups, corporates, and NGOs
- Workshops - Conduct mini-sprints in groups using real scenarios
- Peer Exchange - Cross-team feedback on sprint plans and outcomes
- Tools - Sprint templates, facilitation checklists, and testing guides

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: Understand & Ideate

- Module 1: Introduction to Design Sprints (07:30 - 09:30) • Sprint framework, goals, roles, and timing
- Module 2: Mapping the Challenge (09:45 - 11:15) • User journeys, key questions, problem framing
- Module 3: Lightning Demos and Idea Sketching (11:30 - 01:00) • Explore inspiration and develop solution sketches
- Module 4: Workshop - Define the Challenge and Sketch Ideas (02:00 - 03:30) • Real-time ideation and sketching practice

Day 2: Decide & Prototype

- Module 5: Decision-Making and Storyboarding (07:30 - 09:30) • Vote on ideas, build a sprint storyboard
- Module 6: Prototyping Fundamentals (09:45 - 11:15) • Low-fidelity prototyping tools and techniques
- Module 7: Collaborative Prototype Building (11:30 - 01:00) • Assign roles, build the prototype fast
- Module 8: Workshop - Develop a Clickable Prototype (02:00 - 03:30) • Hands-on creation of a digital or paper prototype

Day 3: Testing & Scaling Sprints

- Module 9: Planning and Conducting User Tests (07:30 - 09:30) • Interview scripts, test setup, recording feedback
- Module 10: Analyzing Feedback and Learning (09:45 - 11:15) • Patterns, insights, and implications for iteration
- Module 11: Scaling Design Sprints in Your Organization (11:30 - 01:00) • Sprint scheduling, team buy-in, integration with agile
- Module 12: Final Workshop - Run a Mini Design Sprint (02:00 - 03:30) • Simulate a condensed sprint from map to test

Certification

Participants will receive a Certificate of Completion in Design Sprint Methodology Masterclass, validating their ability to lead or contribute to high-impact, time-efficient sprints that drive innovation, test ideas, and solve critical challenges in any industry.

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Interested in running this course for your team?

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