BOOST
THE LEADING TRAINING PROVIDER

Digital Transformation and Innovation

Certificate in Design Thinking

Course Introduction

In today's dynamic and complex world, innovation is no longer a luxury — it's a necessity. Organizations that thrive are those that deeply understand human needs, think creatively, and move rapidly from ideas to solutions.

Design Thinking is the globally recognized, human-centered approach that empowers individuals and teams to tackle real-world challenges creatively and systematically.

The **Certificate in Design Thinking** by **BOOST** is a comprehensive, hands-on learning journey that equips professionals with the tools, mindsets, and frameworks necessary to drive meaningful innovation.

This intensive program blends theory with application through immersive exercises, live case studies, and group design sprints, allowing participants to **experience the full design thinking cycle** from empathy to prototyping and testing.

By the end of the course, participants will be confident applying design thinking to create better products, services, processes, strategies, and experiences — leading to **measurable impact** for their organizations.

Target Audience

- Business leaders, executives, and managers seeking to foster a culture of innovation.
- Entrepreneurs and founders aiming to design impactful products, services, or business models.
- Product managers, UX/UI designers, and marketers looking to drive customer-centric solutions.
- Consultants, facilitators, and change agents working on innovation and transformation initiatives.
- HR and learning professionals building human-centered organizational practices.

Learning Objectives

- Understand and apply the principles, stages, and mindsets of the design thinking methodology.
- Develop deep empathy for customers, users, and stakeholders through qualitative research methods.
- Reframe complex challenges into actionable problem statements.
- Generate innovative solutions through creative ideation techniques.
- Rapidly prototype and test ideas to learn, improve, and de-risk innovations.
- Facilitate design thinking workshops and collaborative innovation sessions.
- Embed a design thinking culture within teams and organizations for ongoing innovation.

Course Outline

- **DAY 01**

  Introduction to Design Thinking and Human-Centered Mindset

  - What is Design Thinking and why does it matter today?
  - History and evolution of design thinking (IDEO, Stanford d.school, HBS perspectives)
  - The Design Thinking Process: Empathize, Define, Ideate, Prototype, Test
  - Key mindsets: empathy, experimentation, collaboration, optimism, and iteration
  - Case studies of successful applications across industries
  - **Group Activity:** "Experience Design Thinking in Action"

- **Day 02**

  Empathy and Deep User Understanding

  - Techniques for empathy: interviews, shadowing, journey mapping
  - Identifying latent needs, pains, and desires of users
  - Building empathy maps and personas
  - Synthesizing research insights to uncover opportunity areas
  - **Fieldwork Assignment:** Conduct mini-interviews and gather empathy data

- **Day 03**

Problem Framing and Creative Ideation

- How to reframe challenges and uncover the real problem

- Crafting effective "How Might We..." statements

- Brainstorming techniques: Brainwriting, SCAMPER, Mash-Ups, etc.

- Divergent vs. convergent thinking: Balancing creativity and focus

- **Group Ideation Sprint:** Generate bold, user-centered ideas

• Day 04

Rapid Prototyping and Iterative Testing

- The power of prototypes: learning by making

- Low-fidelity prototyping methods: sketches, storyboards, role plays, paper prototypes

- Testing prototypes: Gathering feedback without over-investing

- Iterating based on user feedback and learning loops

- **Mini-Design Sprint:** Build and test a prototype within a few hours

• Day 05

Applying Design Thinking to Business and Leadership

- Scaling design thinking beyond products: services, processes, strategies

- Leading and facilitating design thinking workshops

- Building a sustainable culture of innovation in organizations

- Real-world challenges: Applying design thinking to current work problems

- Final Project: Team presentations of design challenges and solutions

- **Certification Ceremony and Action Planning:** Your Next Steps as a Design Thinker

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 26, 2025	May 30, 2025	5 days	4250.00 $	UAE - Abu Dhabi
Sept. 29, 2025	Oct. 3, 2025	5 days	4250.00 $	UAE - Dubai

FROM	TO	DURATION	FEES	LOCATION
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 $	UAE - Abu Dhabi
Dec. 15, 2025	Dec. 19, 2025	5 days	4250.00 $	UAE - Dubai