



Innovation Training Workshop



# DESIGN THINKING FOR UX

User Experience Innovation Through Human-Centered Design

## WORKSHOP OVERVIEW

This two-day workshop introduces participants to the discipline of User Experience (UX) Design, exploring Human-Centered Design techniques to create compelling and meaningful user experiences.

Participants will learn how to:

- Understand the needs of the different stakeholders.
- Plan and carry out research.
- Synthesize research findings and action insights.
- Envision solutions using design thinking techniques.
- Encourage frequent prototyping and sense-checking of ideas.

## WHO SHOULD ATTEND?

Those who wish to embed a human-centered approach to UX Design within their organisations, improve the user experience of their products or services, are interested in UX Design, or want to improve their skills in these areas, including:

- Product managers, designers, researchers, marketers, consultants, engineers and learning professionals interested in UX Design.
- Business, non-profit, government and academic leaders involved in embedding user experiences into their organisations.

## WHAT DO YOU TEACH?

Examples of methods we typically teach include:

### WHAT WE THINK WE KNOW

Stakeholder mapping  
Persona profiles  
Hypothesis generation

### KNOWING MORE

Interviewing  
Contextual inquiry  
Experience visualisation

### ASSESSING WHAT WE KNOW

Heuristic assessment  
Affinity clustering  
Assessment matrices  
Qualitative synthesis

### USING WHAT WE KNOW

Harnessing insights  
Ideation  
Co-creation

### TESTING WHAT WE KNOW

Quick & rough Prototyping  
Usability testing  
Customer validation  
Storytelling



## HOW IS THIS COURSE DIFFERENT?

- Practical and hands-on with a focus on learning-by-doing, using practice exercises that combine individual work with small group collaboration.
- Taught by experienced practitioners currently working in experience design.
- Flexible framework and methods relevant to different industries and design challenges, including digital products, physical products, services, processes and policies.
- Small class size (maximum of 12) for more individual attention.

## WHERE IS IT, WHEN DOES IT START, WHAT ABOUT LUNCH?

- Workshops run from 8:30 AM to 5:30 PM over two days.
- Workshops are in London.
- Breakfast and lunch are included.
- After you register, we will provide information on hotels and transportation, reserve a parking space and ensure that we are aware of any dietary restrictions or other special needs.

## PRICES, PAYMENT AND REFUNDS

- Prices start from £1,050 per person.
- A pack of tool cards, activity sheets and templates are also included in the price for you to take away and use in your organisation.
- Discounts are available on group bookings.
- Payment options; Visa, MasterCard, American Express or invoice.
- There are no refunds on bookings. However, you can transfer your ticket to a workshop at a later date, or send someone else in your place.

## FOR MORE INFORMATION

- w. [pddinnovation.com/innovation-training](http://pddinnovation.com/innovation-training)
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## TESTIMONIALS

*"Fantastic introduction... It makes what could be seen as foreign activities to "non-designers" accessible and easy to take away and introduce to your company."*

*"Gave great insights into tools and applications that can be directly applied with speed and ease into my organisation. Instructors were really knowledgeable and approachable."*

*"A great interactive course - I liked the hands-on nature to allow the process to be absorbed in a practical way."*

*"We've used the methods from the course to develop new products and to make a number of current products more consumer-friendly, improving the out-of-box experience, and making instructions easier, with the ultimate objective of reducing product returns and the associated financial impact."*

## PAST ATTENDEES INCLUDE:

