

PROJECT MANAGEMENT | COURSE BROCHURE

Design Thinking for Project and Product Teams

5 days | Classroom training | English

SMART HORIZON

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

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Course content

Why attend

Design thinking is a human-centred approach to solving problems and creating products and services people value. This course guides project and product teams through the design thinking process: empathise, define, ideate, prototype and test. Participants complete a design challenge and learn how to integrate design thinking into project and product delivery.

Projects often deliver what was specified rather than what users need. Design thinking helps teams understand users deeply and test ideas before committing major resources.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course is a hands-on design sprint, with user research practice, ideation, rapid prototyping and user testing.

Course objectives

By the end of this course, participants will be able to:
• Explain the principles of design thinking
• Conduct user research and build empathy
• Define problems and opportunity statements
• Generate and select ideas
• Prototype and test solutions with users
• Integrate design thinking with project and agile methods

Target audience

This course is suitable for:
• Project and product managers
• Business analysts
• Innovation and service design teams
• Customer experience professionals
• Team leaders



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Target competencies

Participants will develop competencies in:

- User research
- Problem framing
- Ideation
- Prototyping
- User testing
- Human-centred design

Course outline

Day 1: Design Thinking Mindset

09:00–09:54	Principles of human-centred design
09:54–10:48	The design thinking process
10:48–11:00	Design thinking in projects
11:00–11:30	**Coffee break**
11:30–12:12	Design thinking in projects (continued)
12:12–13:06	Examples and outcomes
13:06–14:00	Exercise: Quick design challenge

Day 2: Empathise and Define

09:00–09:54	User interviews and observation
09:54–10:48	Empathy maps and personas
10:48–11:00	Journey mapping
11:00–11:30	**Coffee break**
11:30–12:12	Journey mapping (continued)
12:12–13:06	Problem statements
13:06–14:00	Workshop: User research



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Day 3: Ideate

09:00–09:54	Ideation techniques
09:54–10:48	Divergent and convergent thinking
10:48–11:00	Selecting ideas
11:00–11:30	**Coffee break**
11:30–12:12	Selecting ideas (continued)
12:12–13:06	Concept development
13:06–14:00	Workshop: Ideation session

Day 4: Prototype and Test

09:00–09:54	Low-fidelity prototyping
09:54–10:48	Testing with users
10:48–11:00	Learning from feedback
11:00–11:30	**Coffee break**
11:30–12:12	Learning from feedback (continued)
12:12–13:06	Iteration
13:06–14:00	Lab: Prototype and test

Day 5: Integrating into Delivery

09:00–09:54	Design thinking and agile
09:54–10:48	Design sprints
10:48–11:00	Business case from insights
11:00–11:30	**Coffee break**
11:30–12:12	Business case from insights (continued)
12:12–13:06	Scaling design thinking
13:06–14:00	Capstone: Design challenge presentation

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,450.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,860.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,890.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,250.–**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,650.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**£3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.-**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Vienna Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,940.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,860.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**£2,650.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	19 Apr 2027	23 Apr 2027	**£2,450.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**£2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**£2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**£3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Barcelona Confirmed dates	28 Jun 2027	2 Jul 2027	**£2,840.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,860.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Cape Town Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,890.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.–**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**£3,150.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.–**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,450.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.–**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,650.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,450.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,540.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

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