

Design Thinking Course

COURSE SYLLABUS

Introduction

Marathon Experience Design Lab is the professional training section of Marathon XP, an experience design firm with 10+ years of practice working with companies and leaders in various industries such as banking & finance, telecommunication, insurance, technology, education, NGOs, etc.

With this vast knowledge and combined decade of experience, we started MexLab to build capacity and impact the designers, professionals, and innovators to design solutions and create experiences that matter.

This Design Thinking course, compiled and taught by seasoned designers, focuses on helping you gain the knowledge and application of design thinking methodologies and processes.

With the emergence of Artificial Intelligence application to design, it is important for design thinkers and innovators to understand how and what tool to us to harness the power of AI in design thinking.

Target Audience & Outcomes

TARGET AUDIENCE

This course is designed for

- Beginners with limited or no experience in any other design fields
- Intermediate designers, professionals and innovators who want to improve their skills and broaden their knowledge.
- Expert design thinkers who want to incorporate AI in their design thinking process.

OUTCOMES

In this course, you will learn

- Understand Design Thinking methodology and process.
- Define and analyze problem with empathy.
- How to champion Design Thinking in your Organization
- How to use Design Thinking tools to generate ideas and innovate rapidly.
- Building a Design Thinking portfolio project.

Course Structure

CONTENT

1. **Introduction to Design Thinking**
 - What is Design Thinking?
 - The importance of Design thinking
 - Design thinking Framework
 - Processes of design thinking
2. **Empathize - Understanding User Needs**
 - Conducting user interviews and observations
 - Creating empathy maps
 - Building Your Portfolio
3. **Define - Framing the Problem**
 - Turning insights into problem statements
 - The "How Might We" (HMW) framework

CONTENT

4. **Ideate - Generating Creative Solutions**
 - Brainstorming techniques and divergent thinking
 - SCAMPER, Crazy 8s, and Mind Mapping.
 - Enhancing Your Portfolio
5. **Prototype - Bringing Ideas to Life**
 - Fidelity prototyping
6. **Validating Ideas with Users**
 - Usability testing methods
 - Iteration based on feedback
7. **AI in design thinking**
 - How to implement AI in the design thinking process
 - Benefits and best practices of AI in design thinking
 - Challenges of AI in design thinking

Course Structure

CONTENT

8. **Implementing Design Thinking in Organizations**
 - Building a culture of innovation
 - Overcoming resistance to change
9. **Finalizing Your Portfolio**

TIMELINES

This is a 6-week self-paced timeline course containing weekly videos, reading materials, activities, and quizzes to enable participants to proceed to the following week.

You will be sent reminders to complete your weekly tasks and proceed to the next one.

Learning Model

LEARNING METHOD

The course is offered via our online platform, a platform that offers you the opportunity to learn and revisit the course content at your own pace.

You will be provided with reading resources in every module and a finalizing quiz that enables you to move to the next module.

PORTFOLIO PROJECT

To ensure that you practice what you learn, you will be taught how to create and present a portfolio and during the course, you will be asked to pick a challenge to work on as a capstone project.

MENTORSHIP

Every week throughout the course, you will be invited to a live session with a mentor, a **Design Thinking practitioner**, to offer career advice and answer questions pertaining to the design thinking field.

Please note that the mentors will not be discussing the course content. If you have any questions concerning the course content, feel free to contact the instructor(s) via the learning platform or leave your questions in the discussion forum.

After Course Completion

After this course you will be able to

- Apply the Design Thinking methodology and process effectively.
- Define and analyze problems with a deep understanding of user needs and empathy.
- Advocate for and integrate Design Thinking within your organization.
- Utilize Design Thinking tools to generate innovative ideas quickly and efficiently.
- Showcase your new skills through tangible, real-world portfolio project.

CERTIFICATION

After the completion of the course and passing more than 75% of all the in-course quiz, you will awarded a **Certification of Certification**. An official recognition of your knowledge of Design Thinking.

Got any questions?

Contact us at
mexlab@marathonxp.com