



Certified Service Design Thinker



TOP
ANBIETER FÜR
WEITERBILDUNG
2026

XDi
Experience Design
Institut

[FOCUS.DE/BUSINESS](https://focus.de/business)

Discover the world of Design Thinking

Become in this Service Design course a certified Design Thinking Specialist with us. Expand your expertise by developing skills in agile project management, development methods, user research, ideation and prototyping. Learn live online or in person with first-class, experienced trainers and earn a state-recognized accredited certificate.

Table of contents

An overview of your career	1
Benefits of our Live Online	2
Target audience for the course	3
Curriculum	4
Inhouse Training	8
Benefit from XDi	11
Testimonials	13
References	14

An overview of your career

Acquire sustainable knowledge and up-to-date Design Thinking skills in a short time, focused on agile project management, development methods, user research, ideation and prototyping. Learn from an industry expert alongside other professionals the exact skills you need for your daily work. Take the next career step and build solid, practical knowledge in .

Skills you'll master

- Service Design Thinking Basics
- Design Research & Customer Journey
- Cognitive Synthesis & Customer Journey Mapping
- Ideation & Servicekonzepte
- Service Prototyping & Co-Design
- Service Design Thinking in the business

Tools, techniques & methods



Google



Google Docs



Google Sheets



Google Slides



Gemini



Design Thinking



Customer Journey



Prototyping



Service Safari



Design Ethnography



Contextual Inquiry



AEIOU Framework



Diary Studies



Cultural Probes



Extreme Users



Creative Methods

Details of your course



Format

Live Online



Duration

Vollzeit: 3 Tage



Start

individuell nach Vereinbarung



Scope

Vollzeit: 7 h / Woche



Languages

English
German

Benefits of our Live Online



Relevant, practical skills

You'll apply up-to-date knowledge and sound theory in a practical way within an interactive, collaborative learning environment, and you'll have a blast learning.



First-class, experienced trainers

Our trainers are empathetic, pedagogically skilled industry experts with extensive international experience and a passion for teaching.



Access to extensive resources

By participating in the seminar, you will receive high-quality training materials, a comprehensive presentation, numerous templates, best practices, and many valuable tips.



State-recognized certificate

Upon successful completion of the seminar, you will receive an attractive certificate that is state-recognized, enhances your resume, and opens doors.



Networking in an exclusive community

Through the XDi community, you gain access to an exclusive platform that connects and engages you with other professionals, our alumni, and trainers.



Thousands of satisfied participants

We are a pioneer in digital transformation training across the German-speaking region and have already provided thousands of professionals with new skills.

Our course is suitable for the following people



Employed professionals

Specialists in their field who want to acquire urgently needed skills, advance their careers, or simply broaden their horizons.



Freelancers and self-employed professionals

Independent experts who continuously expand their knowledge and learn new techniques to remain competitive and successful in the market.



Leaders and decision-makers

Department, Team Leaders and Executives who want to maximize their potential and develop themselves and their teams to achieve success together.

CURRICULUM

What you will learn

Hands-on education in the skills of the future

In this Design Thinking course, you will acquire the most important Design Thinking skills based on a curriculum developed by industry experts. This training program includes industry-validated content and plenty of hands-on practice with real-world use cases.



Module 1

Service design thinking basics

Definitions and disciplines

Service design, design thinking, customer experience design, human-centered design

The service perspective of design

Customer journey, touch points, channels, experience cycle, blueprint, service ecosystem, expectation management, service and product design quality criteria for services...

The necessity and use of service design

Important trends (servitization, shared economy, experience economy,...), new requirements for companies (customer experience as USP, pressure of innovation etc.), example cases

The Design process

The double diamond process, analysis and exploration, insights, ideation, concept development, prototyping, testing, implementation

Practical exercise: Design thinking crash course. You will go through the most important steps of the design process, try exploration and empathy-building methods, develop new ideas, build prototypes and try them out

Design research goals

Understanding of user's needs, detection of latent needs, improvement of customer satisfaction, the realization of innovation potential, easier understanding of how to change customer's behavior

Methods and tools

Immersion, service safari, design ethnography, AEIOU observations, diary studies, cultural probes, extreme users, mood boards...

Practical exercise: Design research methods

Module 2

Insights, ideation and visualization

Design research synthesis

Organization of research results, build of clusters, search for patterns, interpretation, insights, modeling, problem re-framing

Representing users

Personas as an empathy tool, orientation and sources of inspiration; A-day-in-the-life, empathy mapping

Customer journey mapping

Visualization of customer's journey, a discovery of the potential for improvements and innovations, optimization of resources, alternatives and applications

Practical exercise: Personas, customer journey mapping

Module 3

From insights to ideas - from ideas to a service concept

Finding und prioritizing ideas

Brainstorming, body storming, inspiration cards, opportunity maps,...

Developing and visualizing service concepts

Sketching, concept map, storytelling, storyboarding, scenarios, offering maps, design the box, service evidencing...

Practical exercise: Finding ideas, affinity diagramming, design the box

Module 4

Prototyping, Test and realization

Service prototyping, co-design and testing

Forms of prototyping in service design and possibilities to include the user: experience prototyping, lofi vs. hifi prototyping, desktop walkthrough, service staging, role plays, service evidencing, co-design, service innovation labs, etc.

***Practical exercise:** Prototyping and testing: You build and test prototypes based on your storyboard and let the feedback influence your work.*

Implementing service innovations

Service blueprints – requirement specifications for services (possible interactions, touchpoints, organizational and technical requirements...), stakeholder maps, system maps, motivation/use matrix, business model canvas for services

Integrating service design thinking into your own business

Typical challenges while integrating design thinking, tips, design tools and visualizations of the organizational change, best practices...

***Practical exercise:** Service blueprinting*

Also as in-house training available

Quickly acquire practical skills

Seminars for employees who want to acquire the necessary skills in a short period of time.

- ✓ Relevant topics for the future
- ✓ Hands-On Practice
- ✓ Exciting and interactive
- ✓ Modern learning methods
- ✓ Various types of funding



Your benefits

from attending an XDi seminar

Learn from experienced industry specialists and gain valuable knowledge and skills that you can apply directly in practice.



Close knowledge gaps and acquire new skills that you can immediately use in your professional life.



Advance your career, take on new responsibilities, and become a key player in your organization.



Apply your skills, continue developing, and achieve measurable results for yourself, your team, or your clients.



Stay up to date with the latest technologies and acquire skills that help you remain competitive.

What makes our Design Thinking training

stand out compared to other providers



The truly valuable skills are taught

Many seminars teach outdated or irrelevant knowledge. At XDi, the focus is on high-quality content and up-to-date topics and techniques.



The seminars actually bring participants joy

Seminars are often dry, instructor-centered, and stiff. At XDi, seminars are interactive, engaging, and practical—and you can feel the difference.



Plenty of hands-on practice and personal interaction

Our seminars provide ample opportunity to apply what you've learned in practice, as well as to network and exchange ideas with other professionals.



Benefit from XDi

XDi focuses on new, interactive teaching and learning formats based on the latest findings in brain research. Our motto is “learning by doing”; participants in our training programs learn to apply relevant methods and techniques through practical exercises in realistic projects.



Officially recognized certificate

Upon completion of the training program, you will receive the „Design Thinking Specialist“ certificate from the XDi – Experience Design Institute. The certificate is recognized by German UPA, the Interaction Design Foundation, and UXPA, and has earned an international reputation.



See for yourself!

Show more →



Daniel Pott

A demanding, intensive seminar. The training leadership could not be better - all participants are integrated and come out of the seminar with a big method box.



Lena Hees

I found the training really great and I will take away an incredible amount of input. The variety between content and exercises was really great. I can't remember ever having been to such a great online event. So really big compliments.



5/5

Google



4,5/5

Trustpilot



4,9/5

Kursfinder



4,7/5

Career
Karma



4,9/5

Course
Report



4,7/5

SwitchUp

Our references

These companies are training their workforce with us and recruiting our students.

[See all our references →](#)

adidas

Allianz 

amazon 

 **ATVUIA**



 **Bayer**

 **BOSCH**

DAIMLER

Deloitte.

 **BAHN**

Deutsche Bank 

Dr. Becker  Klinikgruppe

Dräger

e.on

fielmann



BOSS
HUGO BOSS

ING 

 Mercedes-Benz

SUPER 

 **Telefónica**

Certified and accredited

Government-approved and **100% eligible** for funding. Get some advice on how to get everything you need for the Federal Employment Agency.



FOCUS

TOP
ANBIETER FÜR
WEITERBILDUNG
2026

XDi
Experience Design
Institut

[FOCUS.DE/BUSINESS](https://focus.de/business)



**Learn today
for the world of tomorrow**

Contact

✉ intouch@xd-i.com

☎ +49 30 5200 1310

🕒 Mo. - Fr. 08:00 - 17:00 Uhr

🌐 xd-i.com