



DT360° – Certified Design Thinking Master

FOCUS

TOP
ANBIETER FÜR
WEITERBILDUNG
2026

XDi
Experience Design
Institut

FOCUS.DE/BUSINESS

Discover the world of Design Thinking

Become in this Design Thinking workshop 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.

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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 Product strategy, research methods, analysis of results, and creative techniques.

Skills you'll master

- Design Thinking Basics
- Agile User Research & Synthesis
- Ideation, Prototyping & Fieldwork
- Business Model & Pitch
- Implementation ala Scrum & Lean
- Design Thinking in the company context

Tools, techniques & methods



Figma



FigJam



Google



Google Docs



Google Sheets



Google Slides



Business Model Canvas



Prototyping



5 whys



Contextual Inquiry



Stakeholder-Map



Visual Thinking



Clustering



Empathy Map



Jobs to be Done



Customer Journey

Details of your course



Format

Live Online



Duration

Vollzeit: 5 Tage

Teilzeit: 10 Wochen



Start

individuell nach Vereinbarung



Scope

Vollzeit: 7 h / Tag

Teilzeit: 4 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

Design Thinking Basics & Agile User Research

Definition & application fields of design thinking

Meaning of the concept and variety of interpretations, possibilities to apply design thinking in different business and service areas

Practical exercises You will immerse yourself in the mindset of design thinking and work through the most important steps. You will gain initial experience with design thinking methods such as observation, visual thinking, and persona development.

Building empathy – user research

Discovering and understanding of the life and needs of potential users (without temporal and financial effort), defining goals and planning user research, finding and interpreting the users' "digital footsteps", user research's do's and don't's

Practical exercises (circa 2h): Application of different research methods such as issue mapping, stakeholder map, interviews, 5-Whys and contextual inquiry.

Module 2

From research and interpretation to experimentation

Agile user research / guerilla research methods

Formulation of relevant goals for the challenges of the individual teams, identification and understanding of user needs based on observations, interviews, visual thinking and "digital traces".

Result synthesis

Evaluation, interpretation and evaluation of the data collected in the form of interviews, images and video-recordings with the help of storytelling, clustering, Journey Map, Empathy Map, JTBD (Jobs To Be Done).

Practical exercises: Preparation and execution of agile user research methods and result synthesis in small teams.

Idea laboratory

Acquaintance with and application of various creative techniques and games that help you to generate a multitude of innovative ideas in your team.

Practical exercise: Generate ideas using creative containment, style brainstorming and 6-3-5 method.

Module 3

Prototyping and Testing

Prototyping – exploration and application

The importance of prototypes in design thinking, the use of prototyping in all phases of the design thinking process, getting to know each other, selecting and using different types of prototyping.

Practical exercises: Practical application of different prototyping methods such as visual posters, paper prototyping, rapid prototyping and experience prototyping.

Field research and test laboratory

Design and planning of different test situations, presentation of the prototypes, recording, analysis and evaluation of feedback, integration of the feedback into the product and service development, supplementation of the design thinking methods with agile / scrum tools

Practical exercises: Practical applications of SWOT-Feedback, Six Thinking Hats, Kano model and Features-Box

Module 4

Present solutions and prepare implementation

Presenting and “pitching“ solutions using business model canvas

Modeling and structuring of the desired solution in the business context, planning the adequate use of resources and budget, planning and communicating implementation in the company, coordinating procedures, corporate culture and communication, reflection on design thinking and open questions about the methods.

Practical exercises: Creation and presentation (elevator pitch) of a business model canvas for your own solution in the team

Agile Café

Planning and controlling implementation, innovative solutions and innovative implementation models, iteration, flexibility and lean production times, design sprints as an important tool for agile work processes, agile development with SCRUM, Google Sprints and Lean Canvas.

Practical exercise: Planning and drafting a project for implementing the developed solution using agile development methods

Module 5

Integrating Design Thinking into your own practice

Design Thinking in the context “business“

Analysis of successful practical examples (case studies), reconstruction of one's own work situation, recognition of situations for the use of design thinking methods.

Practical exercise (circa 1h): Phrasing application strategies as well as inquiry and planning of action steps

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 →



Anna-Katharina Walk

"Thank you for the wonderful Design Thinking Workshop! I really liked the concept of the workshop and the trainers led really professionally through the week. All in all, really recommendable!"



Chen Zhang

The practical structure, inspiring methods, and intensive teamwork not only provided me with valuable tools but also strengthened my ability to solve problems creatively. A clear recommendation for anyone who truly wants to understand and apply Design Thinking.



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 

 **ATRUVIA**



 **Bayer**

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**Learn today
for the world of tomorrow**

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