

Design Thinking for Service Innovation

An intensive hands-on workshop: from user understanding to a tested prototype in two days.

Level	Foundation
Duration	2 days · 12 training hours
Fee	399 AED
Group size	8 - 24 participants
Delivery	In-house · Public run
Runs each year	14 June and 18 October

All training programmes are accredited by the Sharjah Private Education Authority.

Programme objectives

- Build genuine user empathy with field tools
- Reframe the problem from the user's perspective
- Generate ideas in volume, then converge
- Build a rapid prototype, test it and iterate

Who it is for

Service development teams, experience designers, innovation teams, and any team tackling a real customer problem.

Prerequisites: Best attended as a full team bringing a real problem to work on.

Programme outline

Day 1 — Empathise and define

- Design thinking principles
- Empathy tools: interviews, observation, empathy maps
- Analysing findings and extracting patterns
- Writing the problem statement from the user's view

Day 2 — Ideate and prototype

- Ideation techniques
- Converging and selecting
- Building a rapid prototype
- Testing with real users and iterating

Competencies developed

- Empathy
- Creative thinking
- Problem reframing
- Rapid prototyping

What participants take away

- A design thinking toolkit
- Empathy map and problem statement templates
- Facilitation guides for ideation sessions
- A company-issued certificate of attendance

How it is assessed

A prototype tested with at least three users, plus a test findings report.

About the company

Innovation Excellence Consulting & Training is a Sharjah-based firm working with government and private organisations across the UAE and the region. We deliver management consulting, excellence award readiness, customer experience, corporate innovation, ISO certification and research — alongside accredited, applied training programmes.

Programmes accredited by the Sharjah Private Education Authority · 3,500+ professionals trained · 40 government and private entities

Why train with us

- No less than 40% of every programme is exercises and case work, not lecturing.
- Programmes designed on the ADDIE model, with cases drawn from the participants' own workplace.
- Trainers with genuine field experience in the work they are teaching.
- Delivered in Arabic and English to the same standard — in-house, public or virtual.

Register for this programme



To register, or to run this programme at your premises, get in touch — or register directly from the programme page on our site.

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Fees are per participant in UAE dirhams and exclude VAT. Confirm the year of each run on our website.