

# PROTOTYPING Prospectus

o))) 3x 3-hour live  
virtual sessions

DESIGN  
THINKERS  
ACADEMY  
LONDON

Delivered by  
**DK&A**



## AT-A-GLANCE

[Register here](#)

Develop your knowledge of prototyping through our hands-on interactive online course. You will learn a range of prototyping techniques and have a chance to apply them to a real-world challenge with guidance from our expert coaches. You will leave this course knowing how to take any concept and create simple mock-ups and models that you can put in front of users for validation before launching. It is for anyone who wants to design a new product, service, or business model as well as those that want to improve an existing one.



**3**

ONLINE LIVE  
SESSIONS



**7.5**

HOURS



**4.3/5**

COURSE  
RATING



**99%**

OF ALUMNI  
RECOMMEND  
OUR COURSES

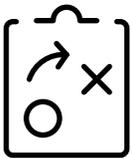
“One of the best courses I have done at, so practical and relevant to our role in consulting. A real step changer in leading transformations.”

Maria, Senior Manager Customer Transformation, PwC

# DISCOVER THE PROGRAM

[Register here](#)

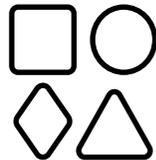
Design Thinking is all about developing products and services that address real user needs. Prototypes help you test your ideas: determine if you are solving the right problem, building the right thing, fail fast if you aren't, and improve your concept through an iterative process of learning by doing.



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## Day 1 HAVE AN IDEA? PUT IT TO THE TEST

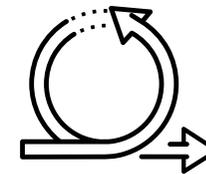
Learn how prototyping can be used to refine an idea: from addressing a specific challenge to testing a new concept. Day 1 will get you started by storyboarding a real-world scenario and identifying the most impactful opportunities for prototyping.



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## Day 2 BRINGING A CONCEPT TO LIFE THROUGH RAPID PROTOTYPING

Learn how mocking up different aspects of your concept can help you identify problems early and fail fast. Day 2 helps you understand how different prototyping techniques and levels of detail can help you explore aspects of your concept and communicate different angles.



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## Day 3 USER TESTING AND ITERATING YOUR PROTOTYPE

Learn how to create prototypes that prompt specific questions for testing and iteration. Day 3 will help you understand how to gather user feedback, prioritize changes, and refine your concepts into successful next steps.

## WHO IS IT FOR?

[Register here](#)

This course is for anyone who has an idea and wants to turn it into a reality: from corporate innovators to entrepreneurs to marketers to HR to activists trying to make a difference – it could be anyone from any field. Prototyping is all about getting ideas off the ground and generating support for them. It is best for people that have completed introductory training in Design Thinking and want to explore one of its essential methods in more depth.

“Design Thinking is a methodology that can make a difference to the way we approach our own and our clients problems. Everyone should go through similar training and get exposure to these techniques.”

**Ryan, Manager, PwC**

“The trainers were really experienced and knowledgeable. They did an amazing job of making this course engaging, considering it was virtual.”

**Ayesha, Customer Insight and Experience Officer, Allianz**

“I have been working for nearly 20 years in consultancies. I should have done this much earlier in my life.”

**Marco, Principal Executive Strategist, ServiceNow**



# MEET THE TEAM

[Register here](#)

Our Faculty of Coaches are expert practitioners at the forefront of design and innovation. Many coaches balance leadership roles in business with their teaching for the Design Thinkers Academy London.

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## David Kester

Managing Director, Design Thinkers Academy London

David Kester leads and advises on complex innovation projects for government and industry, pioneering new ways to turn social and business challenges into innovation and enterprise. Formerly chief executive of both the Design Council and D&AD, David is also an honorary professor at Warwick Business School.

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## Goldie Chaudhuri

Design Director, Design Thinkers Academy London

Goldie is the Learning Designer at Design Thinkers Academy London. Her experiences include working with Microsoft innovation labs, sustainable design research, and product design for digital and educational start-ups. She has also been a visiting tutor at the RCA and Imperial College.

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## Simon Gough

Associate Service Design Director, Design Thinkers Academy London

Simon Gough is an experienced design consultant, facilitator, trainer, speaker and writer with clients ranging from FMCG companies to central government. He delivers the core pathway for the Ravensbourne MDes in Service Design Innovation and is also an Open Data Institute Registered Trainer.

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## Craig Fallowfield-Tomkins

Service & Experience Director, Design Thinkers Academy London

Craig has extensive experience working as a Service Designer within design agencies and global management consultancies. He develops service prototypes and delivers trend insights. Trained as a Transport Designer, Craig graduated from the RCA with a MA in Service Design. He now specialises in users' human-centred needs.

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## David Caygill

Design consultant, Facilitator, Trainer

David is a board level executive leader with 20 years experience in strategy, digital and innovation. He is a graduate of the Cambridge University Institute for Sustainable Leadership and specialises in creating sustainability strategies. His work involves identifying rising trends, emerging customer needs and technologies to create new propositions and change strategies. His roles centre on shaping long term futures for clients including Starbucks, Samsung, Yum! Foods, MINI and Mastercard.



# THE DETAILS

Register here

## Technical setup & requirements

This workshop will take place in an online setting, via Zoom for voice and video conferencing, and via Mural for visual remote collaboration.

- The best way to access these tools is via a desktop computer or laptop with a strong internet connection (minimum recommended speed 1 Mbps).
- Phones and tablets are not recommended.
- Your computer will need microphone & webcam capabilities.

More information will be provided in a welcome pack, that will be sent to you before the course commences.

## More about Design Thinking

The impact of design is becoming more and more recognised, with recent studies showing that companies that are most skilled in executing design principles achieved 32% more revenue and 52% more total returns to shareholders, whilst design-led companies outperformed the S&P index by 219% over 10 years.

Have a look at these to find out more about Design Thinking:

[Harvard Business Review article](#)

[Harvard Business Review video](#)

[A 15 minutes TEDX talk by Catherine Courage on igniting creativity](#)

[The Power of Design Thinking with McKinsey](#)

## Price

We offer a limited number of early bird tickets on all our courses.

To see current available ticket prices, please follow this [link](#).

## About the Design Thinkers Academy London

We are the Design Thinkers Academy London, a training organisation for business, specialising in collaborative innovation. We bring with us the systematic methodology of Design Thinking, a structured and evidenced approach to learning. We provide time and space for teams and individuals to be inspired and challenged, to learn by doing and finally, to strengthen their ability for creative problem solving. We organise live courses, online courses, events, lectures and personal coaching programs.

## Some of the companies who have attended our courses

Google

P&G

RBS  
The Royal Bank of Scotland

SAP

Coca-Cola

MasterCard

Ministry of Justice

L'ORÉAL

THE CLIMATE GROUP

HS2

orange

GREENPEACE

NHS

Cartier

innocent

AMERICAN EXPRESS

# DESIGN THINKERS ACADEMY LONDON & YOU

Get in touch. Call us at:  
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or email [info@design-thinkersacademy.co.uk](mailto:info@design-thinkersacademy.co.uk)

[Register here](#)



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