CONCEPT

Design Thinking for Digital Services Training: Prototyping and Usability Testing



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Introduction:

Design Thinking for Digital Services Training: Prototyping and Usability Testing is a 3-day course for digital product owners, interface designers, business analysts and customer experience specialists, ending with a Tested Prototype and Usability Findings Report. Many organisations launch apps, portals and electronic forms that beneficiaries struggle to complete, because screens are designed from internal assumptions and checked only after release. Nominees already contribute to digital service changes, and the course runs as a hands-on lab where teams interview users, build clickable prototypes and test them. CoreConcept Training Center delivers this design thinking for digital services course.

Course Objectives:

- Plan and conduct short beneficiary interviews that reveal the tasks users attempt on a digital service
- Translate interview evidence into proto-personas, user need statements and point of view problem statements
- Generate and select screen ideas through timed sketching and structured voting
- Build paper prototypes, wireframes and clickable mock-ups of the critical user flows
- Design and run moderated and unmoderated usability tests and measure task success, time on task and SUS scores
- Revise a prototype from test findings and document the evidence for the product owner

Target Audience:

- Product and service owners responsible for the backlog of an app, portal or electronic form
- Interface and interaction designers responsible for screen layouts and user flows
- Business analysts responsible for turning user needs into digital requirements
- Customer experience specialists responsible for beneficiary feedback and satisfaction measures
- Digital transformation team members responsible for moving paper or counter services online

Course Outline:

Day 1: Design Thinking Foundations and Beneficiary Research

- Design Thinking Stages Applied to Apps and Portals
- Heuristic Walkthrough of Current Digital Screens and Forms
- Beneficiary Interview Guide and Contextual Observation Planning
- Proto-Personas and User Need Statements From Interview Data
- Point of View Problem Statements for Digital Tasks

Day 2: Ideation, Prototyping and Usability Test Design

- Crazy Eights Sketching and Dot Voting for Screen Ideas
- Paper Prototypes and Low-Fidelity Wireframes for Key Tasks
- Figma Clickable Mock-Ups for Critical User Flows
- Usability Test Plan With Task Scenarios and Success Criteria
- Moderated and Unmoderated Remote Testing With Maze or Lookback

Day 3: Usability Testing Lab and the Tested Prototype Report

- Think-Aloud Usability Sessions With Five Users per Round
- Task Success Rate, Time on Task and SUS Scoring
- Affinity Synthesis and Severity Rating of Usability Findings
- Second Iteration Prototype Revision and Retest in Figma
- Tested Prototype and Usability Findings Report Completion

Skills You Will Gain:

- Beneficiary Interviewing
- User Need Framing
- Rapid Sketching
- Wireframing
- Clickable Prototyping
- Usability Test Facilitation
- Usability Metrics Analysis
- Iterative Interface Improvement

Why Attend This Course:

- Deliver a Tested Prototype and Usability Findings Report to the product owner or digital service manager, with evidence from real test sessions
- Decide which screen changes to build first, based on observed task failures rather than internal opinion
- Avoid costly rework after launch by catching confusing steps and form errors while they are still prototypes
- Coach colleagues to run their own five-user test rounds with a reusable test plan and scoring sheet

Conclusion:

Back at work, the participant presents the Tested Prototype and Usability Findings Report to the product owner or digital service manager, who uses it to decide which screen changes enter the next development sprint and which need another round of testing. Development teams receive a clickable prototype and a ranked list of findings instead of a written request. After the first release built from the prototype, the unit should compare live task completion and SUS results with the test baseline and schedule the next test round.

Frequently Asked Questions FAQ:

What should participants know before a design thinking for digital services course?

Participants need working familiarity with at least one app, portal or electronic form their organisation offers. No design software experience is required, although bringing screenshots of a current service and any user complaints focuses the lab work on a real case.

How does a design thinking for digital services course differ from an end-to-end service design course?

An end-to-end service design course maps whole journeys across channels and back-office processes. This course works at screen level on digital services, moving quickly from user interviews to clickable prototypes and repeated usability test rounds.

How many users are needed for a usability test of a digital service prototype?

Qualitative usability testing commonly uses small samples of around five users per round, repeated after each revision. Larger samples are used when the aim is quantitative benchmarking, such as comparing task success or SUS scores between versions.

What do participants take back from a design thinking for digital services course?

Participants take back a Tested Prototype and Usability Findings Report: a clickable prototype of a real service flow, a test plan with task scenarios, session results with task success and SUS scores, and ranked findings for the development team.