Design Thinking in Insurance Training Course

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The insurance industry is undergoing a massive transformation driven by customer expectations, digital disruption, and the need for agile problem-solving. Design Thinking in Insurance Training Course is specially crafted for insurance professionals, product managers, customer experience experts, and innovation teams looking to harness the power of design thinking methodology to improve user experiences, drive innovation, and streamline internal processes. By integrating empathy, ideation, and prototyping, design thinking fosters innovation and customer-centric solutions in the highly regulated and often complex insurance sector.

Participants will learn how to redefine insurance products, services, and internal operations through human-centered innovation. With hands-on tools, real-world case studies, and expert-led instruction, learners will explore design frameworks, apply ideation techniques, and master rapid prototyping tailored to insurance business models. This course is ideal for organizations looking to gain a competitive edge, deliver personalized solutions, and increase customer loyalty through sustainable innovation.

Programme Curriculum

Design Thinking in Insurance Training Course

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Course Objectives

1. Understand the fundamentals of design thinking in insurance.
2. Identify customer pain points using empathy mapping and journey maps.
3. Apply ideation tools to develop innovative insurance solutions.
4. Use prototyping and testing to validate insurance product ideas.
5. Integrate design thinking principles into underwriting and claims processes.
6. Enhance customer engagement through user-centered design.
7. Drive digital transformation using agile and iterative thinking.
8. Solve complex regulatory challenges with creative approaches.
9. Collaborate across departments using cross-functional teams.
10. Build scalable, sustainable innovation ecosystems.
11. Leverage data-driven design for personalized insurance offerings.
12. Transform agent and broker experiences with user-centric tools.
13. Measure ROI of design thinking in insurance innovation strategies.

Target Audiences

1. Insurance Product Managers
2. UX/UI Designers in Insurance
3. Claims and Underwriting Officers
4. Insurance Innovation Leads
5. Customer Experience Teams
6. Insurtech Entrepreneurs
7. Business Analysts in Insurance
8. Risk and Compliance Officers

Course Duration: 5 days

Course Modules

Module 1: Introduction to Design Thinking in Insurance

- Understand the 5 stages of design thinking
- Role of design thinking in solving insurance challenges
- Real-world examples of innovation in insurance
- The business case for empathy and ideation
- Aligning innovation goals with organizational strategy
- **Case Study:** Lemonade’s design-first insurance model

Module 2: Empathizing with Insurance Customers

- Conducting customer interviews and surveys
- Mapping emotional and practical pain points
- Creating personas in insurance contexts
- Journey mapping in claims and policy servicing
- Identifying behavioral patterns
- **Case Study:** Empathy mapping in health insurance

Module 3: Defining Problem Statements

- Synthesizing customer feedback

- Creating Point-of-View (POV) statements
- Aligning problems with business opportunities
- Exploring regulatory and compliance limits
- Prioritizing challenges using impact/effort matrix
- **Case Study:** Defining the right problem in auto insurance

Module 4: Ideation for Innovative Insurance Solutions

- Brainstorming techniques (SCAMPER, Crazy 8s)
- Encouraging team creativity in insurance orgs
- Idea clustering and refinement
- Applying design sprint techniques
- Co-creation with customers and agents
- **Case Study:** Ideation for microinsurance products

Module 5: Prototyping Insurance Solutions

- Low-fidelity vs high-fidelity prototypes
- Tools for rapid prototyping in insurance
- Wireframes, paper models, and MVPs
- Internal stakeholder testing
- Feedback loops and improvement cycles
- **Case Study:** Prototyping digital onboarding

Module 6: Testing and Feedback Integration

- Structuring user testing sessions
- Gathering qualitative and quantitative feedback
- Validating assumptions
- Refining product features
- Iterative development approaches
- **Case Study:** User testing of claims chatbot

Module 7: Scaling and Implementing Design Thinking

- Change management and adoption strategies
- Embedding innovation into company culture
- Building design thinking teams
- Measuring KPIs and innovation metrics
- Aligning with long-term insurance goals
- **Case Study:** Organization-wide design rollout in property insurance

Module 8: Future Trends and Digital Transformation

- The role of AI and big data in design thinking
- Emerging customer expectations in insurance
- Digital platforms and self-service trends
- Integrating design with agile project management
- Sustainability and ESG alignment in innovation
- **Case Study:** Using AI to redesign customer onboarding

Training Methodology

- Interactive lectures and expert presentations
- Group brainstorming sessions
- Hands-on design thinking workshops

- Real-world case study analysis
- Individual and group prototyping labs
- Peer-to-peer feedback and collaborative learning

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com