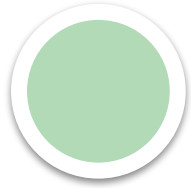# Design Thinking

Unlocking Innovation: Design Thinking in Action

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Course Description

This course is an introduction to the principles of design thinking and touches on ways you can implement it in your workplace. The material is best suited for students who are new to design thinking or want a refresher on the core concepts. The beauty of design thinking is that it can be applied to almost any field; no matter what your profession, design thinking can help you discover and implement the best solutions to problems you encounter.

Course Duration
2 Days
9am to 6pm

Learning Mode
Face-to-Face Classroom or
Online-Based Classroom (Zoom)

$588.00 (incl. 9% GST)

Target Audience

The Design Thinking course is suitable for anyone interested in learning a human-centered approach to problem-solving, looking to foster creativity, or seeking innovative solutions in their professional or personal endeavours.

- Business Professionals: Executives and employees in various sectors seeking to innovate in products, services, and processes.
- Entrepreneurs and Start-up Owners: Individuals developing new or refining existing products and services, using Design Thinking for creativity and problem-solving.
- Product Managers and Designers: Professionals focusing on user-centered product development, emphasizing empathy, prototyping, and testing.
- Engineers and Technologists: Those integrating user-centered design in technology solutions to ensure innovation and user relevance.
- Marketing Professionals: Marketers needing to understand consumer behavior for effective strategy development and innovative marketing.

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Course Highlights

Design thinking is a five-step human-centred process for creative problem solving. It has its roots dating back to the 1950s and 60s, and has since been used by organisations around the world to solve a myriad of problems.

It revolves around understanding your user's needs and solving the right problem. By using this human-centred design approach, you can develop products and services that truly help your user.

In this course, you will:

- Dig deep into the 5 steps of the design thinking process and apply it to a challenge in your organisation.
- Learn to empathise with your users through various methods, and gain a human-centred approach to solving challenges and problems
- Define root causes to problems by synthesising and analysing information gathered during your empathy work.
- Ideate solutions and prioritise them using the methods provided

- Prototype your ideas to identify the best possible solution for your problem.
- Test your prototypes with users to gather feedback on your proposed solution.
- Report your findings in a manner that is easy to consume and relate to by using storytelling.

Course Objectives

By the end of the course, participants will be able to:

- Explain the Design thinking process and its value in organisations
- List the key qualities that Design thinkers should have to be successful
- Apply the Design thinking process to a business model / organisation and state some potential areas of improvement
- Compare the various methods of empathy research
- Interpret the information collected from research and identify potential problems / opportunities
- Analyse the research data from the Empathise phase and create a problem statement

- Examine your problem statement and identify a root cause
- Create solution ideas based on your problem statements
- Evaluate your potential solutions and prioritise them using the prioritisation tool
- Explain the value of prototypes in organisations
- Develop a prototype based on one of your ideas listed earlier
- List the type(s) of tests you would conduct for your prototype and explain its key benefits
- Conduct a brief test to gather some information and analyse your findings

Certification

A Certification of Completion will be issued upon achieving at least 75% attendance for the course.

Course Outlines

Introduction to Design Thinking and how it is applied in Businesses

- What is design thinking?
- Who is design thinking for and what do design thinkers do?
- Why is design thinking so important?
- The design thinking process
- Applying design thinking to your business

Empathy – Knowing your users

- Why do we need empathy?
- The value of empathy research
- Methods for Empathy research
  - Customer journey maps
  - User flow maps
  - Empathy maps
- Interpreting the data

Defining the problem

- Design thinking as a problem-solving method for everyone to use
- What sort of problems can design thinking solve?
- With the research data gained, you can clearly define your problem via a problem statement or a business hypothesis for you to test.
- Root cause exercise
- 5Ws exercise – Who's involved
- Areas of Business impact

Ideation

- Based on your problem statements, brainstorm in a uncensored way, and list down as many ideas as possible (even the ridiculous ones)
- Prioritise your ideas
- Idea generation methods
- Prioritisation methods

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Course Outlines

Prototyping

- What does prototyping entail? – taking these ideas to life
- Methods of prototyping
    - Sketches and Diagrams – New user flows, processes etc
    - Storyboarding - Role Plays – useful for service scenarios where human-to-human interaction is essential
    - Paper interfaces (digital paper mockups)
    - Hifi / Lofi Prototypes (for digital products)
    - Physical Models (for physical products)

Testing

- Why is testing so important
- Benefits of testing
- Methods of testing
    - Concept Validation – early stages for flows and processes
    - Usability task analysis (digital)
    - First click testing (digital)
    - Card sorting – Process and categorization
    - User Feedback (interviews / surveys post trial)
    - Split testing (A/B testing)
- Reporting your findings

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Trainer Bio
Jeremiah Lim

Having started as a F&B Marketer, Jeremiah spearheaded some extremely successful campaigns for notable F&B Groups such as Strumms Holdings, The Clan Restaurant, and Mel's Place. He worked in-house as Head of Marketing with several F&B groups before starting UNGRUMP, where he has worked with clients such as Venture Capitalist Goodstartup, Singapore Maritime Institute, Drinks & Co, TAD Coffee, Havas Media, Celebrity Chef Martin Woo, Tongue Tip Lanzhou Beef Noodles, Fitness First, Impact Investment Exchange, Workwell.SG and many more clients across Southeast Asia. Jeremiah is an experienced trainer with over 12 years of industry experience, with a WSQ Advanced Certificate in Learning and Performance (ACLP).

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Frequently Asked Questions

Are there any pre-requisites or minimum entry requirements?
Trainees should be proficient in web surfing and be able to write and converse in English.

Do I have to prepare anything before attending the course?
For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

If I have any questions after the course, can I consult the trainer?
Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live post-training mentoring sessions where you may seek advice from a subject matter expert.

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