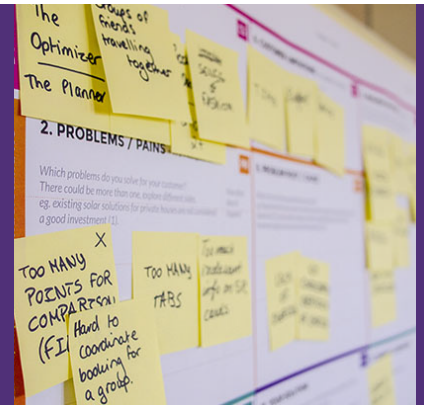


# Design Thinking

*Design Thinking is a human-centered approach to discover hidden opportunities by understanding others, whether at a user level, by targeting a specific product or considering a market segment. This user-driven innovation approach leverages empathising, iterating and prototyping to create sustainable solutions.*



## Training Overview

This training teaches Design Thinking by delving deeply into the underlying mindset and by explaining the user-centered design process. It presents techniques and tools such as observation, customer journeys and personas to better understand people and their needs.

It will also explain how to define and reframe problems. It will show you how to conduct productive ideation sessions to find innovative solutions. It includes an intensive workshop leading to a prototype testing session in order to fully understand this innovative process.

## Training Objectives

At the end of the training, trainees have a clear understanding about the following:

- History and characteristics of Design Thinking
- Basic Design Thinking process (as per Stanford d.school)
- Advanced practices to enhance basic Design Thinking mindset and process
  - Enhanced insights and observations
  - Complex facilitation
  - Crafting a compelling vision
  - Digital methods for rapid prototyping
  - Creating a Design Thinking culture
- Real case studies

## Target Audience

This training is primarily intended for innovation leaders, new Business Development Managers, Product Managers and Marketing Managers, but can also be extended to any team member of a product or delivery team, especially designers and engineers.

## Prerequisites

Participants should have a basic knowledge of product management or software development, project and product life cycles and an understanding of business models and/or technology.

## Training Content

1. Introduction to Design Thinking
  - History and characteristics
  - Various approaches to Design Thinking
  - Stanford d.school
  - Hands on activity incorporating the d.school process, personas and empathy mapping
2. Enhanced Insights and Observations
  - User research, interviewing, presenting results
3. Crafting a Compelling Vision
  - 4C's model, storytelling, creating the desire for action
4. Digital Methods for Rapid Prototyping
  - Google Ventures 'Design Sprint' model, learn to create a clickable prototype in an hour (Invision, Marvel etc.)
5. Creating a Design Thinking Culture
  - Leading creative teams, managing the tension between design and delivery
6. Scaling Agile
  - Different types of complexity, four points contextualisation, archetype mapping
7. Overlap with Other Innovation Practices
  - Lean Startup, Agile, Lean UX

## Training Information

Training will be conducted by an experienced trainer and Agile Coach from why innovation!.

Each training will have a maximum of 12 participants.

**Duration:** 2 days (16 hours)

**Location:** Singapore/ Hong Kong/ Shanghai

**Price:** SGD 1,600/ HKD 9,000/ CNY 6,000

*Select more than 1 training to be eligible for a discount.*

## Related Trainings

1. Storytelling
2. Lean Startup
3. Scrum Product Owner with PSPO I Certification

## WHY INNOVATION!

A WAVESTONE COMPANY

We offer trainings in IT Trends, Innovation Management, Agile and Software Engineering as well as Information Security.

Trainings are available for both individual public enrollment and as corporate sessions. For the latter, we can customise the training to your company's specific context and needs.

We take pride in our passion for knowledge and we promise a fun learning experience leveraging a variety of teaching techniques.

[www.why-innovation.com](http://www.why-innovation.com)

### SINGAPORE

#08-06/07 ARC 380, 380 Jalan Besar  
Singapore 209000  
Tel: +65 6635 6055

### HONG KONG

21/F, On Building  
162 Queen's Road Central  
Tel: +852 3952 7350

### SHANGHAI

Suite 20A, Crystal Century Plaza, No. 567 Weihai Road  
Jing'an District, Shanghai, PRC  
Tel: +86 21 5404 1265