<center>**Design Thinking: A Way Forward**</center>

Have you ever wondered if some problems require creative solutions?
Do you know what it takes to be a design thinker?

## Introduction

Design thinking has gained momentum in the business world. At heart, design thinking is a methodology for creative problem-solving. Design thinking is a human-centred approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success. Design Thinking provides a solution-based approach to solving problems. It's useful in tackling complex problems that are not clearly de-ned, by understanding the human needs involved and by re-framing the problem in human-centric ways. It helps to adopt a hands-on approach in prototyping and testing. Understanding Design Thinking will empower anyone to apply the Design Thinking methods to solve complex problems that occur around us. Are you stuck with something you are unable to solve?

## Program Objectives

This program aims to:
- Acquire a deep understanding of the Design Thinking principles, process and tools
- Understand the mindsets of a design thinker to satisfy retail innovation capabilities
- Apply the Design Thinking framework as a structured process to solve problems,

## Learning Outcomes

After completing this program, participants should be able to

- Generate breakthrough ideas and co-create an improved customer experience journey
- Improve personal effectiveness by becoming a more empathetic service provider
- Prepare the workforce to encounter with a dynamic business environment

## Who Should Attend?

This course is designed for any business leader, professional, manager or individual contributor wishing to gain practical know-how on the principles, process and tools of Design Thinking.

## Methodology

- This is an experiential workshop, which emphasises engagement, interaction and practice
- Participants should expect short presentations that introduce content, examples, case studies, video presentations, group activities for skills practice, and group discussions for reflection that deepens their learning

- Participants will be given a challenge/project that requires them to work in teams to address one unmet need and present their ideas

**Program Outline**

| Time | Day One |
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| **9:00am - 10:30am** | **Key Concepts & Principles of Design Thinking**<br><br>This module focuses on the concept of design thinking, Traditional thinking versus design thinking, Three lenses of human-centred design: Desirability, feasibility, and viability; Benefits of design thinking; Examples of industrial applications of design thinking. The participant would learn through case studies of design thinking application; Framework of design thinking; How design thinking can improve our innovative ability and personal effectiveness |
| **10:30am - 11:00am** | **Morning Break** |
| **11:00am - 1:00pm** | **The Mindsets of a Design Thinker**<br><br>In this module, participants would be exposed to Human-centered; Process approach; Radical collaboration; Culture of prototyping and the application of show, don't tell and lastly the bias toward action |
| **1:00pm - 2:00pm** | **Lunch** |
| **2:00pm - 3:30pm** | **Understanding the Customer/User: Empathetic**<br><br>This module enables the participant to gain an understanding of the experience, situation and emotion of the user for whom you are designing through observation, engagement and immersion techniques. The participants would learn how to apply tools such as personas, empathy map and user feedback |
| **3:30pm - 4:00pm** | **Tea Break** |
| **4:00pm - 5:00pm** | **Practical Session One** |

| Time | Day Two |
|---|---|
| **9:00am - 10:30am** | **Framing the Opportunity**<br><br>The participants would learn the methodology to process and synthesise the findings in order to form a user Point of View (POV) that you will address by identifying the user, his/her needs and insights gathered, methodology apply tools such as POV, How Might We (HMW), stakeholder map, customer journeys, context map and opportunity map |
| **10:30am - 11:00am** | **Morning Break** |
| **11:00am - 1:00pm** | **Exploring Ideas & Solutions**<br><br>During this stage, the participants would start to learn ideate. This module focuses on idea generation, translate problems into solutions, |

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| | and explore a wide variety and large quantity of ideas that go beyond the obvious solutions to a problem. The participants would learn divergent and convergent ideation methods. The participants would be trained on how to apply ideation techniques (e.g. Brainwriting, Nyaka method, SCAMPER, What if, etc.) and tools such as sketches, prioritisation matrix, affinity diagram and idea evaluation matrix |
| **1:00pm - 2:00pm** | **Lunch** |
| **2:00pm - 3:30pm** | **Building & Visualising Ideas & Solutions**<br><br>The module focuses on the prototype. The participants would learn how to build to think - A simple, cheap and fast way to shape ideas so you can experience and interact with them. In addition, the participants would learn how to apply tools such as developing physical prototypes, wireframes and storyboards |
| **3:30pm - 4:00pm** | **Tea Break** |
| **4:00pm - 5:00pm** | **Reviewing & Deciding Solutions**<br><br>It is important to test the formulated product accordingly. The participants would be trained how to ask for feedback on the prototypes, to learn about the user, reframe the POV and refine the prototype, the participants would learn how to provide feedback, observation and evaluation matrix in this module. |