

COURSE DURATION

16 hrs

COURSE SYNOPSIS

Design thinking is a useful tool that can help participants to innovate and problem solve, understanding the underlying customer's needs and behaviors and then ultimately building quality customer relationships which leads to a sustainable source of revenue growth.

Design Thinking Starts With Me uses different prototyping methods such as sketching, or physical props to help stakeholders visualise the solution and to get a buy-in to the idea or solution. Previously, ideas and solutions are only verbalised or presented in written proposal and reports.

COURSE OBJECTIVES

On completion of the course, learners will be able to:

- Articulate the concept and importance of design thinking
- Explain the 5 stages of the design thinking process
- Apply design thinking methodologies to define a problem statement and generate ideas for a given problem statement
- Identify 2 different methods of applying design thinking in own organisation and apply the decision metrics to determine feasibility of design ideas and solutions
- Promote design thinking in your own organisation and articulate the importance and purpose of prototyping in the design thinking process

TARGET AUDIENCE

Supervisors, Middle Managers and Team leaders from any industrial sectors or businesses

ASSUMED SKILLS:

- Learners must be able to read, write, speak and listen to English at secondary school level
- Learners to have minimum GCE 'O' level or ITE certificate education
- Learner should have at least 1 year's working experience in any industry

TRAINING METHODOLOGIES

Lectures, group discussion, case studies, skills practice and self-reflection.

COURSE CONTENT

Learning Unit 1: Me? A Design Thinker?

- Understand the key concepts of design thinking
- Explain the 5 stages of Design Thinking: Empathize, Define, Ideate, Prototype, Test stages of Design Thinking
- How to empathise and define the problem statement

Learning Unit 2: Identify pain points and prototyping

- Practise SCAMPER, Creative Matrix and Analogy Concepts to brainstorm ideas
- Use sketches and physical props to showcase your prototypes
- Continue to test and reiterate your prototypes

Learning Unit 3: Use Design Thinking Concepts in your daily work

- Apply Designing Thinking mindset to your work problems
- Look at the problems and issues from the customer's perspective
- Change the way problems are solved in your daily operations