

# Design Thinking Starts With Me



## Description

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.

## Who is this Course For?

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

## 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.

## Course Duration

**16 Hours**

## Course Reference No.

**TGS-2026064537**

## Mode of Training

**Classroom**

## Funding Validity

**Till 18 Jun 2028**

**Full Fee \$600**

(Subject to 9% GST)

Pricing	Funding	Nett Fee (After GST)
SME OR SINGAPOREAN AGE 40 AND ABOVE	70%	\$234
NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR	50%	\$354
<b>Subsidies available: SFC, SFEC, PSEA</b>		

*As pre-requisites may differ by course, we strongly encourage you to review the details and contact us for any clarification.*



# 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

