

DESIGN THINKING FOR PROCESS AND SERVICE INNOVATION



Introduction

Disruption is all around us, and it is making its way to every organisation in every industry. For professionals, the opportunity to affect an organisation's transformation through innovation has never been greater. For organisations, the need to leverage the skills and abilities of their workers has never been more urgent. Knowing how to innovate is crucial for an organisation's survival. Design Thinking is an iterative user-centric process that seeks to understand the user, define problems in an attempt to identify alternative solutions. Design Thinking provides a solution-based approach to innovate and solve problems. Learn the path to create breakthrough in engineering operations and business operations through relevant case studies and hand-on practices.

Objectives

1. Understand the foundation of Design Thinking
2. Learn key methods and design principles
3. Acquire design thinking mindset
4. Gain Hands-on learning experience and discover solutions through divergent thinking and rapid prototyping.
5. Develop plans to embed design thinking into your organisation

Duration

2 days | 9am – 5pm | 14 hours

Course Fees

Member: S\$570.24
Non-Member: S\$622.08
Registration Fee of S\$17.28 apply
All fees stated are inclusive of 8% GST

Award of Certificate

Certificate of Completion will be issued to participants who have attended at least 75% of the course.



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Course Contents

Introduction to Design Thinking

- Your Organisation and Design Thinking
- Design is a vehicle to innovation
 - Simplicity and user empowerment as an innovation approach
- Design Thinking Mindsets

Meeting the customer and Mapping the Journeys

- Who are your end customers? What are their needs?
- Methods of obtaining the information of customer needs
 - Divergent thinking versus convergent thinking
 - Importance of reframing the problem
 - Step to craft insight
 - Use drawing as a facilitation tool
- Case Project Example of Today: Improvement of Customer Service
- Analyse information using Customer Journey Map and Empathy Map
 - How to map customer journey?
- Synthesise information, reframe the challenge, crafting the insights

Bringing Agility to Design Thinking & Putting it All Together

- Jump right into it. Project-based, team-facilitated learning
- The seven rules to perform a structured ideation
- Prototype ideas and the design principles
 - Co-create and test ideas
 - Build or sketch out the selected ideas
- Minimum Value Product assessment of your prototype
- Sharing the prototype and collect feedback
- Implementation concepts



Please refer to this URL
<https://www.sqi.org.sg/courses/>
or QR Code for soft copy
and updated training schedule

Membership Application

Register membership online at www.sqi.org.sg/membership-join/ or contact us to get the membership application form.

Membership Categories:

- ~ Organisation membership
- ~ Individual membership

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