

Design Thinking

Program Outline



Design Thinking

Design thinking is a problem-solving approach that has gained popularity in recent years. In this fast-paced and competitive business world, it offers a fresh perspective and a way to differentiate from the competition.

Design thinking principles encourage a human-centered approach to problem-solving, putting the customer at the heart of the process. By empathizing with the customer, identifying their needs and pain points, and prototyping and testing solutions, businesses can create products and services that truly resonate with their target audience.

Incorporating design thinking into your decision-making process can help drive innovation, improve customer satisfaction, and ultimately lead to business success.

Objectives

- ▶ Learn when and where to use the design thinking approach
- ▶ Pick up the techniques of design thinking
- ▶ Empathize with your customers
- ▶ Prototype, test, and collect feedback. Repeat

Course Module

Module 1: A problem solving mindset

Module 2: The process

Module 3: From ideas to action