



DESIGN THINKING TRAINING (ONE DAY)

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Agenda Items

9.00 – 10.30

- Introduction of design thinking process in terms of concepts and implementation.
- Expectation and Benefits of design thinking compared to other innovation process.

10.30 – 10.45

Break

10.45 – 12.00

- Personas and Customer Experience Mapping: Powerful tools for designing thinking.

12.00 – 13.00

Lunch

13.00 – 14.30

- Idea generation and how to brainstorm.
- Introduction of “How Might We” technique to overcome humans’ problems.

14.30 – 14.45

Break

14.45 – 16.00

- Prototype development and how to validate your prototype for the beginners.