



## INTRODUCTION

In today's ever-changing business landscape, it is essential for organisations to be equipped with the mindset and tools for continuous innovation. Design Thinking is a useful innovation tool which enables participants to address real-world problems and issues at the workplace, enhance existing situations and invent something new.

This interactive one-day workshop provides participants with an overview of design thinking as well as applications of design thinking through customer validation, insights analysis, crafting of clients' persona, concept visualization and prototyping. The aim is to arouse the interests of participants in Design Thinking. Through hands-on activities and teamwork, the course enables participants to apply key principles of DT process.

## LEARNING OBJECTIVES

**By the end of this workshop, participants will be able to:**

- ❖ Learn to frame a design challenge for the workplace
- ❖ Learn how to make design thinking work for you and your team by getting hands-on practice with the scoping and discovery process
- ❖ Learn how to create readily implementable "hacks" for use at the workplace

## COURSE OUTLINE

1. Introduction to Design Thinking
  - ❖ What is Design Thinking (DT)
  - ❖ Core principles for user-centred design
  - ❖ Defining Design Challenge
2. Introduction to Design Thinking Methodologies and Understanding Customers'
  - ❖ Understanding Users and their Pain Points
  - ❖ Identify Insights & Needs
  - ❖ POEMS framework
3. Design Thinking in Action
  - ❖ Fieldwork and observation
  - ❖ Customers interview to gain insights
  - ❖ Insights analysis and need finding
  - ❖ Crafting Customer's Persona
4. Concept Visualisation and Prototyping
  - ❖ Ideation and exploration
  - ❖ User experience design
  - ❖ Prototyping and role playing
5. Putting your Innovation into Action!
  - ❖ Co-creation to Iteration
  - ❖ Gathering feedback to improve on ideas
6. Design Thinking Hacks for use at work



## FOR WHOM

Professionals, managers, entrepreneurs, line officers, educators who are leading innovation in their businesses or seeking new problem-solving approaches to innovation

## ABOUT THE TRAINER

Randy Ng is deeply passionate about entrepreneurship and the leveraging of technology to achieve business innovations. Randy is a highly engaging and experienced lecturer who specializes in entrepreneurship and innovation.

Randy has been lecturing and mentoring part-time and full time students and adult learners since year 2004 and is competent in delivering topics that range from design thinking, entrepreneurship, social entrepreneurship, business innovations, e-commerce, project management, digital marketing and more. Together with his team of colleagues, he also developed entrepreneurship programmes and help educators from around the region in the art and craft of teaching entrepreneurship.

Since year 2013, Randy guided and mentored teams in their local or overseas start-up ventures every year. The government or private investors have funded some of the successful candidates. Concurrently, Randy led a team of lecturers to oversee the learning laboratory, SPELL (Singapore Polytechnic Entrepreneurship Living Laboratory) at Changi Airport Terminal Three to facilitate authentic learning for entrepreneurship students. He is instrumental in re-branding SPELL and helping the store achieved bronze award in Quality Service Management organized by Changi Airport Group.

In addition to Randy's academic work, Randy has 6 years of project management and 3 years of franchising experience. Randy's professional experience also includes helping start-ups refine business model, adopting technology to business use cases, business innovation, design thinking, franchising, e-commerce, mobile commerce, digital marketing, digital payment and Fintech. These experiences enable Randy to coach and mentor with valuable insights and not from a theoretical perspective.