



## 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

Topic	Content
1	Introduction to Design Thinking <ul style="list-style-type: none"><li>❖ What is Design Thinking (DT)</li><li>❖ Core principles for user-centred design</li><li>❖ Defining Design Challenge</li></ul>
2	Introduction to Design Thinking Methodologies and Understanding Customers' <ul style="list-style-type: none"><li>❖ Understanding Users and their Pain Points</li><li>❖ Identify Insights &amp; Needs</li><li>❖ POEMS framework</li></ul>
3	Design Thinking in Action <ul style="list-style-type: none"><li>❖ Fieldwork and observation</li><li>❖ Customers interview to gain insights</li><li>❖ Insights analysis and need finding</li><li>❖ Crafting Customer's Persona</li></ul>
4	Concept Visualisation and Prototyping <ul style="list-style-type: none"><li>❖ Ideation and exploration</li><li>❖ User experience design</li><li>❖ Prototyping and role playing</li></ul>
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6	Putting your Innovation into Action! <ul style="list-style-type: none"><li>❖ Co-creation to Iteration</li><li>❖ Gathering feedback to improve on ideas</li></ul>
7	Design Thinking Hacks for use at work

# Design Thinking

## By Randy Ng



### ABOUT THE TRAINER

Jessica Joanne Soo is an inspiring and exceptionally talented trainer. A Certified Professional Trainer, she holds an Advanced Certificate in Training & Assessment (ACTA) and is committed to delivering excellence, empowering lives and motivating her learners to achieve their fullest potential.

A former in-house Fashion Trainer with Charles & Keith Group of companies, she has designed and effectively delivered dozens of fashion-specific, retail centric training programs for both local and regional markets to equip the frontline sales staff, backend executives and managers in communicating more effectively with diverse groups of clients, stakeholders and business partners.

She possesses vast experience in Fashion Styling and Image Management, Customer Service Excellence, Effective Communication Skills and delivers other programmes in Train the Trainer (TTT), On-the-Job Training (OJT), Teambuilding, Coaching & Mentoring as well as Corporate Presentation Skills. In essence, she facilitates with insightful moments and inspires personal confidence in her learners. Some of the companies she has facilitated trainings include:

- ☐ Luxury Ventures Pte Ltd (The Valiram Group)
- ☐ Mandarin Orchard Singapore
- ☐ Procter & Gamble Asia Pte Ltd (P&G)
- ☐ Singapore National Library Board

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Her past working portfolio also includes holding senior Human Resource positions and providing consultancy services for companies that are amongst some of the renowned organizations such as Sincere Watch Limited and Bulgari South Asian Operations Pte Ltd.

Jessica holds the Certification in Apparel Design and Merchandising and brings with her more than 15 years of experience in retail specifically in human development, training and consultancy.