

Fundamentals of Design Thinking



TRAINING

Design-led organisations increase their revenues and shareholder returns at nearly twice the rate of their industry counterparts. The world's leading companies are famous for their unwavering customer focus.

The methods they use are available and applicable to your business today. This course will provide you with tools and scaffolding to drive customer-centric business change.

Fundamentals of Design Thinking

This course takes you through customer-centric activities and frameworks that help discover customer's hidden and latent needs to define the problem to solve. We take you on a journey through our proprietary tools designed to purposefully turn moments of customer friction into opportunities for disruptive growth.

This course would equip you to envision new possibilities, making concepts tangible and experiential for their intended audiences. This helps replace assumptions with facts and accelerate project delivery.

This course is divided into five modules.

Who is this for?

This course is designed for motivated individuals or team members interested in incorporating a customer-centric approach to their business.

No background or prior experience in innovation is needed to take this course.

MODULE 01

Demystifying innovation to set up the project for success

Get introduced to design thinking for innovation as a powerful problem-solving approach. Learn effective research planning techniques to choose the proper project challenge and set up the project for success.

MODULE 02

Empathising to discover the uncomfortable truth

Go beyond your assumptions and gain insights into your customer's life. Empathy is the foundation of the design thinking process. It develops a deeper understanding of your customers and clarifies their needs to inform where to explore next and identify opportunities to evolve your business.

MODULE 03

Building creative confidence to design a better future Unleash the creativity in you & build creative confidence. Generating ideas and building prototypes is a numbers game. Using the insights from our investigative work as inspiration, we want to think laterally and design innovative solutions.

MODULE 04

Validating to build confidence in future opportunities

To sustain the objectivity and ensure we're solving problems that matter, it's essential to put the prototypes back in front of the users they've been designed for. We want to fail fast and discover the minimum desirable solution for the end-user.

MODULE 05

Converting opportunities into actionable initiatives

For a concept to be successful, it needs to be desirable to customers, viable to the business and feasible to achieve technically. We need to convert them into an actionable backlog to bring about sustainable change within the organisation.

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