Innovation Training Workshop

DESIGN THINKING FOR INNOVATION

Accelerating innovation through Human-Centered Design

WORKSHOP OVERVIEW

This 2-day workshop introduces participants to the discipline of Design Thinking, a Human-Centered Design (HCD) approach to innovation. Participants will learn how Design Thinking can be used to:

• Understand the needs of the different stakeholders.
• Encourage frequent prototyping and sense-checking of ideas.
• Promote effective interdisciplinary collaboration.
• Provide teams with a repeatable way to innovate.

WHO SHOULD ATTEND?

Those who wish to accelerate innovation within their organisation, are interested in Design Thinking, or who want to improve their skills in these areas, including:

• Strategists, product managers, researchers, product / service / user experience design professionals, marketers, consultants, engineers, and learning professionals interested in Design Thinking.
• Business, non-profit, government, and academic leaders involved in embedding innovation into their organisations.

HOW IS THIS COURSE DIFFERENT?

• Practical and hands-on with a focus on learning-by-doing, using several different practice exercises that combine individual work with small group collaboration.

• Taught by experienced practitioners working in product, service and experience design.

• Flexible framework and methods relevant to different industries and design challenges, including digital products, physical products, services, processes and policies, and applicable across the entire product/service development lifestyle (front end and back end).

• Small class size (max of 16) for more individual attention.

WHAT DO YOU TEACH?

Examples of methods we typically teach include:

WHAT WE THINK WE KNOW	KNOWING MORE	ASSESSING WHAT WE KNOW	USING WHAT WE KNOW	TESTING WHAT WE KNOW
Stakeholder mapping	Contextual inquiry	Heuristic assessment	Brainstorming	Quick & rough Prototyping
Journey mapping	Experience visualization	Affinity clustering	Co-creation	Usability testing
Persona profiles	Hypothesis testing	Assessment matrices	WIBNI	Customer validation
Hypothesis generation	Uncovering insights	Qualitative synthesis	Harnessing insights	Storytelling
			Horizon mapping	Defining the MVP

WHERE IS IT, WHEN DOES IT START, WHAT ABOUT LUNCH?

• Workshop date: June 3rd and 4th, 2021, running from 08:30 to 17:15.

• Workshop venue: No.100, Yejiazhai Road, Putuo District, Shanghai

• Breakfast & lunch is included.

FOR MORE INFORMATION

w. pddinnovation.com/innovation-training

e. daisyhu@pddinnovation.com

t. 021-5265 6990

TESTIMONIALS

"Fantastic introduction to the benefits of design thinking for any business. It makes what could be seen as foreign activities to "non-designers" accessible and easy to take away and introduce to your company."

"Gave great insights into tools and applications that can be directly applied with speed and ease into my organisation. Instructors were really knowledgeable and approachable."

"Good set of tools that can help shorten time to market and reduce development costs."

"A great interactive course - I liked the hands-on nature to allow the process to be absorbed in a practical way."

"We've used the methods from the course to develop new products and to make a number of current products more consumer-friendly, improving the out-of-box experience, and making instructions easier, with the ultimate objective of reducing product returns and the associated financial impact."

PAST ATTENDEES INCLUDE:

3M BDF Beiersdorf GE novo nordisk HITACHI JAGUAR LAND-ROVER Kimberly-Clark Mondelēz International

Panasonic Unilever Microsoft Ford PHILIPS mothercare AVON PROTECTION accenture

pdd London | Hong Kong | Shanghai | Boston | e. contact@pddinnovation.com | w. pddinnovation.com | @pddinnovation