



# DESIGN THINKING FUNDAMENTALS

1-Day Online Course (Certificate) | 8 Oct 2020 (Thursday)



## Global Recognized Innovation Way

[DesignThinkers Academy \(DTA\)](#) is one of the leading Design Thinking training institutes facilitating organizations all over the world. DTA represents in 28 countries and has developed over 75,000 Design Thinkers for hundreds of top-notch companies in the world.



## Learning Focus of Upcoming Class

*How might we develop innovative business recovery strategies & action plans amid COVID-19 ?*

## Learning-by-Doing and Online Approaches

We help you to build creative confidence and ready to start using Design Thinking on projects after the class. You will have the practical and interactive experience to learn how to manage every phase of the Design Thinking methodology.

This is an online course and we use industry-standard web-based tools such as [Zoom](#), [Miro](#) (or [Mural](#)) for easy access. While you are online, you will enjoy fun & interactive learning experience. For the details of our online programs, please visit: [innoedge.com.hk/first-ever-dta-dtf-online](https://innoedge.com.hk/first-ever-dta-dtf-online)

## Localized & Industrial Practices

As the representative of DTA in HK, [InnoEdge](#) decides to provide a world-class innovation model with localized & industrial practices.

Since 2015, we co-created with HK enterprises to drive transformation and deliver business results:

- Passenger growth rate of [an airline](#) exceeded the industry average of 7.5%
- Customer retention rate of [a bank](#) grew to double digits
- Closing rate of [an insurance company](#) shot up to 124%
- Revenue of [a hotel](#) increased continually for 3 years
- Customer satisfaction rate of [a retail chain](#) grew to 30%

Since April of 2020, we were invited by [HKU SPACE](#), [HKGCC](#), [VTC](#), [HKTDC](#) and [professional institutes](#) to share the innovative ways to overcome the impact of COVID-19.

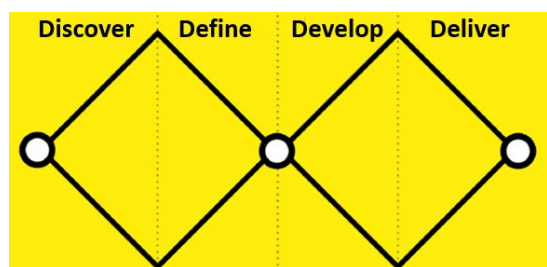


## International Certificate

An international certificate from DesignThinkers Academy will be awarded to the participant who completes the 8-hour online course, all class exercises and all requirements throughout the workshop

## The Double Diamond of Design Thinking

The model of Double Diamond maps the design process. It is based on a research study by the Design Council of UK and dissects the process in four distinct phases.



Winning companies, such as [Coca-Cola](#), [ING](#), [Cartier](#), [Randstad](#), innovate continuously because of their culture of design thinking. They integrate the needs of people, possibilities of technology, and requirements for business.

## Learning Objectives

Upon completion of the workshop, you will be able to:

- Apply Design Thinking for product improvement, service innovations and business transformations
- Identify the critical stakeholders and work with them to co-create for innovation results
- Discover the unmet, hidden and potential needs of your users and transform them to opportunities
- Design an innovative and iconic products (or services) for resolving your business challenges
- Present your innovation solutions in impactful ways to gain support and the resources for delivery

## Program Training Team

The class will be conducted by a lead trainer and facilitators

Lead Trainer: David Chung, Registered DTA Facilitator

He has more than 20 years of experience in consulting of Design Thinking and business transformations. He has managed over 30 business transformation projects and conducted over 300 training classes of Design Thinking and business innovation in HK, China, and Asia. He has published 3 first-ever international publications about Design Thinking applications for HK companies on the world's recognized management journal and textbook.

## Date, Time and Medium of Instruction

08 Oct, 2020 (Thursday) | 9:00 am to 6:00 pm

Language: English materials with Cantonese presentations

## Program Fee

Standard Price: HK\$4,800

Early Bird: HK\$4,200 (on or before 30 Sep)

## Design Thinking Tool Practices

You will gain different perspectives of application of techniques and tools throughout the course:

Stage	Techniques & Tools
<b>Discover</b>	<ul style="list-style-type: none"><li>• Stakeholder Mapping</li><li>• Design Research</li><li>• Empathy Interview</li></ul>
<b>Define</b>	<ul style="list-style-type: none"><li>• Clustering</li><li>• Reframing</li><li>• Persona and Journey Mapping</li></ul>
<b>Develop</b>	<ul style="list-style-type: none"><li>• Brainstorming</li><li>• Idea Prioritization</li></ul>
<b>Deliver</b>	<ul style="list-style-type: none"><li>• Service Scenario Design</li><li>• Pitching</li></ul>

## Inquires & Registration

Hotline: +852 2235 9027

Email: [cs@innoedge.com.hk](mailto:cs@innoedge.com.hk)

Homepage:

<https://www.innoedge.com.hk/dta-dtf-20201008/>

Online Registration:

<https://designthinking-20201008.eventbrite.hk>

Terms & Conditions:

1. No refund and cancellation are allowed
2. A participant is allowed to reschedule his/her attendance once; within 6 months of class enrolled Or transfer seat to another colleague of the same company once only.
3. No video recording during any part of the class
4. We reserve the right to replace the speaker and/or cancel or alter, content, timing, and venue, as well as to reject any enrollment for whatever reasons at any point in time.

## Important Note for Online Course

All participants MUST use a notebook or a desktop computer (& mouse) with a connection to the internet, microphone, webcam and voice speakers or headphones to participate in the online course. A certificate will be awarded to the participant who completes the course; including but not limited to the following requirements throughout the workshop:

- Show up with full facial expression in front of the camera
- Participate in all the activities assigned by Trainers
- Absent unavoidably in front of a camera is accepted; for not more than 1 aggregate hour throughout the course.