



3 Well-known Experts



Cantonese



6-Lessons & 1-Coaching

2-Week

Data-Driven Human Centered Design for Digital Customer Strategies

Join us in our
Hong Kong Studio!

designthinkersacademy



*How **Design Thinking** with **Data** to **Drive Innovation***



Several articles of Forbes have shown that

*"Since 2022, this line of thinking will increasingly become more and more evident and **Data will become aligned with Design Thinking to drive innovation** – not for the sake of innovation, but for the sake of improved customer experiences"*

*"**Design thinking** is no longer the fun stuff exclusive to product designers – it **affects every part of the organization**, and the experience customers and users have with the people and systems with which they interact.*

Reference:

Bommireddipalli, R. T. (2022, April 14). A data-informed, design thinking approach for user retention. Forbes

Critchley, S. (2022, March 9). Council post: Using design thinking methods to improve customer experiences. Forbes

McKendrick, J. (2020, November 24). These days, everyone needs to engage in design thinking. Forbes.

Melendez, C. (2022, February 21). Design thinking and data: The New Power Couple of 2022. Forbes

*How **Design Thinking** advance **Digital Banking** in **HK***

A number of recent articles of SCMP stated.....



*"While many HK residents prefer paying in cash, **HSBC** led the change with **PayMe**. The app's success is rooted in its Design Thinking approach, which places user-centricity at the heart of product....."*

*"**BOCHK Mobile Banking** is designed to bring the services to the customers' fingertips by anticipating what they need to do next through Design Thinking approaches."*

*"To drive digital transformation, **DBS** has built a backbench of technological expertise across the organization, as well as equipping staff in emerging areas such as Design Thinking, data"*

Reference:

Creating a brand-new customer experience of Mobile banking. South China Morning Post. (2021, May 4).

How design thinking pushes Hong Kong forward to a cashless future. South China Morning Post. (2022, January 13).

Reimagined Bank in a post-pandemic world earns DBS 'best bank in Hong Kong' awards. South China Morning Post. (2022, September 7).

Key Benefits and Deliverable

Design thinking has spread like wildfire across the business world after some iconic digital enterprises (**like Apple, Airbnb, Amazon, Citibank, Uber, and Google**) demonstrated the customer satisfaction, revenue and market share it could drive. The approach typically aims at digital transformation and product innovation by harnessing qualitative insights with quantitative prediction, and a relentless focus on customer needs.

This program provides a combination of masterclasses, case studies, tool practices, and one-on-one coaching, for deep-diving into the Know-How of Design Thinking methodology and Data Science. **After the program, you will be able to**



Capture the **Real-time, Measurable, and Quantitative** pain point(s) and expected "Moment of Truth" of your targeted customer segment(s)



Leverage digital landscape to develop compelling **Value Propositions** and **Business Strategies** that turn a threat into an opportunity



Integrate digital technologies (such as **AI, AR/VR, IoT** and **Digital Currency**) to create a high-impact digitalized products and services



Realize the **Low-cost, High-fidelity** and **Time-saving** ways for rapid prototyping and analyzing user's feedback



Master **Human-Centered Change Leadership** relative to **Policies, Process** and **People** across four phases of digital transformation (Ignition, Lift-off, Launch and Sustain)

At a glance

The main goal of this program is to guide you through our 'learning-by-doing' method by giving you key insights in how to apply Data-Driven Design Thinking. Aside from this, we will

go through the Double Diamond model in order for you to adapt your mindset and expand your capability skill set to design the innovative digital customer strategies for business growth.

3

Well-Known
Subject Matter
Experts

6+1

6 Workshops
and 1 Coaching

+15

Over 15 tools
learned

75k

Global Alumni

91%

Alumni
recommend
DTA courses

Our Track Record for HK Enterprises

After implemented the digital customer strategies with mobile applications, the customer retention rate Grew to Double Digits, and Retain over 300 Millions of dollars of deposits and investments. (Read the article)

One of the leading Singapore banks in Hong Kong

6-Lesson and 1-Coaching Journey

Our 6-Lesson Project-based Learning-by-doing (PBL) will allow you to apply your learning to your business. The PBL will take you on a step-by-step journey in which you will identify innovation opportunities, which can serve as a realistic platform to put into practice the critical mind-set and skill-sets (with tool-sets) acquired in this course.

The course leaders, experts and team facilitators will guide you during every exercise. And the course leader will help you to transfer your learning experience to daily management practice during one-on-one coaching.



Self-Paced Preparation

(Before 2 weeks of the first lesson)

Two case studies will be provided for 2-hour self-paced learning



Discover Market Trends

Stakeholder Mapping, Design Research and Social Listening & Analytics



Discover Customer Needs

Sense-making, Persona Map, and Sentiment Analysis



Define Business Opportunities

Customer Journey Map & Emotional Impact Analysis

Remark: Two Design Thinking Tools and One Data-Science (or Digital Marketing) Tools will be practiced in every lesson

6-Lesson and 1-Coaching Journey

This program provides the unique mindset, skill sets, and tool sets that will allow you to develop a strategic response and align your organization for effective strategy execution. In addition, it will empower you to become more proactive in Human-Centered Data Management, help you turn digital threats into opportunities, and allow you to leverage digital to create a competitive advantage and enhance business performance.

4 

**Develop
Innovative
Initiatives**

**Use the various of
Ideation Techniques
and Tools**

5 

**Deliver
Prototypes
& Pitch**

**Rapid Prototyping
and Data-Story
Telling**

6 

**Deliver
Blue Print of
Digital Strategies**

**Lean Canvas, Riskiest
Assumptions and Data
Analytics**

7 

**Post-Course 1-on-1
One-hr Coaching**
(Within 4 weeks after the last
lesson)

**Co-Create with you to
identify the critical
demand of your
targeted market and
develop an unique and
competitive business
strategies**

Remark: Two Design Thinking Tools and One Data-Science
(or Digital Marketing) Tools will be practiced in every lesson

Course Leader & Experts

The Course Leaders and Experts in Design Thinking, Data Science and Digital Marketing will share their experiences in the form of masterclasses and will guide you on their specific topics.

David Chung

Course Leader

- Co-Founder of DesignThinkers Academy HK and China
- Chairman of Hong Kong Innovation Management Institute
- More than 20 years of experience in consulting and training, specializing in Design Thinking, digital transformations, and innovation management.
- Managed over 50 business transformation projects and over 500 training classes in Hong Kong, China, and Asia.

Dr. Toa Charm

Masterclass in Data Science

- President, OpenCertHub Academy
- Associate Professor, CUHK Business School
- Former Senior Executive: Cyberport, HSBC, IBM & Oracle
- Over 30 years of experience in the innovation and technology industry.
- His expertise is in big data & AI, fin-tech, digital transformation
- Member of advisory committees for HKUST, Cyberport, ASTRI, HKIB, FHKI, GS1, HK Tech 300

Mr. Luke Chu

Masterclass in Digital Marketing

- Chairman of Hong Kong Internet & eCommrce Association
- Co-founder and Executive Director of Vizz Digital Group.
- Over 20 years of experience in system development, project management, internet technology management and digital marketing.
- Has handled over 3,000 projects and 100 brands, including Cathay Pacific, PCCW, China Unicom, and Consumer Council.



Sign up!



Who is it for?

This course is designed for middle to senior management responsible for developing business strategies, designing customer management strategies or leading digital transformation projects.

In addition, managers who are in traditional leadership positions – of business units, products and functions – who need to better leverage digital in their current leadership activities.

While individual participants are completely welcome, it is beneficial for several managers within the same organization (up to 4 managers) to come together as existing or potential members of a digital transformation initiative team.

Given the strategic orientation of the program, participants should typically have at least 5 years of management experience.

Our Track Record for HK Enterprises

Self-developed branded products launched successfully, and the gross profit of the products increased over 10 times. *(Read the article)*

One of the paper manufacturers in Hong Kong

The personal influencing power of the involved agents rose to 90%, and their closing rate in the cold Market shot up to 124%. *(Read the article)*

One of the leading insurance company in Hong Kong

Sign up!



Facts & Figures

Sign up!

DesignThinkers Academy (DTA) and DTA Hong Kong

DesignThinkers Academy (DTA) is one of the leading Design Thinking (DT) training institutes in the world. DTA represents in 25 countries and has developed over 75,000 Design Thinkers for hundreds of top-notch companies.

DTA HK decides to provide a world-class innovation model with localized practices. We were invited by governments, universities, & associations over 150 times to share the innovative strategies to overcome the haze of COVID-19.

Business Values of Design Thinking Method

Over the past ten years, Design Thinking has become a globally recognized method for developing innovative solutions with action blueprint for different types of business innovations and transformations.

Design thinking isn't a fad, but rather a new way for all problem solvers to put the user at the center of a problem to develop solutions from the outside in rather than the inside out.

Track Record in Hong Kong & China

Since 2016, we have co-created with HK enterprises to drive transformation and deliver business results for different industries:

- Passenger growth of an airline exceeded industry of 7.5%
- Retention rate of a bank grew to double digits
- Closing rate of an insurance company shot up to 124%
- Customer satisfaction of a retail chain grew to 30%

Our international Publications about Business Design Thinking:

Article (1): Creating Unlimited Business Opportunities for an Insurance Sales Force Through Design Thinking (Read the article)

Article (2): Customer Experience Transformation in the Aviation Industry: Business Strategy Realization through Design Thinking (Read the article)

Article (3): WOW the Hospitality Customers: Transforming Innovation into Performance Through Design Thinking and Human Performance Technology (Read the article)

Clients



UNITED NATIONS

Deutsche Bank



vodafone

P&G



GE Healthcare



Schiphol
Amsterdam Airport

Cartier



mastercard.

L'ORÉAL

randstad

GUCCI



BOSCH
Invented for life



BNP PARIBAS

ING



SAMSUNG

PHILIPS



Our consultants managed OVER 500 Classes of training workshops of Design Thinking for hundreds of enterprises in Hong Kong & China:

3M, AIA, Airport Authority, Antalis Asia, Bank of China Hong Hong, Bank Consortium Trust Company, Baptist Oi Kwan Social Service, BOC Credit Card (International), BOC Group Life Assurance, Century 21, Circle K (HK), CITIC Telecom CPC, CITIC Pacific, CLP Power, DBS Bank, Dah Chong Hong Holdings, Education Bureau, Hang Lung Properties, Hong Kong Airlines, Hong Kong Housing Authority, Hong Kong Institute of BankerHong Kong Science & Technology Park, Hong Yip Service Company, Konew Fintech, Konica Minolta, Manulife Insurance, Maxim's, MSIG Insurance, MTR Corporation, Midas Printing, Neo Derm, OCBC Wing Hang Bank, Sino Group, Sun Hung Kai Properties, Sun Life Insurance, Vocational Training Council, World Link CPA, Yoshinoya

Materials, Dates & Fee

Sign up!

All English materials will be made available after the course for personal use:

- Practitioner Guidebook
- DesignThinkers Tool Guide
- Design Thinking Case Book
- A published Case Study of (with Design Thinking Implementation Examples)

Super Early Bird: HK\$7,500

(Enroll and Settle Payment before 1 Nov, 2022)

Early Bird: HK\$8,500

(Enroll and Settle Payment before 1 Dec, 2022)

Regular Fee

HK\$9,000

**Venue: Training Center, 3/F, LU Plaza,
2 Wing Yip Street, Kwun Tong, Kowloon, HK**

Dates of this class (From 4 Jan to 14 Jan 2023)

Lesson 1: 4 Jan (Wed) 1830 to 2200

Lesson 2: 7 Jan (Sat) 0930 to 1300

Lesson 3: 7 Jan (Sat) 1400 to 1730

Lesson 4: 11 Jan (Wed) 1830 to 2200

Lesson 5: 14 Jan (Sat) 0930 to 1300

Lesson 6: 14 Jan (Sat) 1400 to 1730

Remark: The post-course one-on-one (Online) coaching will be conducted within 1-month after the lesson 6 and the date and time will be confirmed before the end of the program

Global Recognized Certificate

Sign up!

A blockchain-based digital certificate and a digital badge will be awarded to the participant who completes all training lessons and the following requirements throughout the course:

- **Participate in all the activities and complete all exercises during the training workshop**
- **Attended 70% of the required hours**
- **Show up with a full facial expression in front of the camera in all training lessons (For Online lesson Only)**



Remark: The graduates of this course are entitled to apply for DTA Advanced Design Thinking Course



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Questions? Just ask.

Hong Kong and China Office

Phone: +852 2235 9027

Whatsapp: +852 6395 9027

hongkong@designthinkersacademy.com

www.designthinkersacademy.com/hongkong

Global Head Office

Nieuwe Leliestraat 13, 1015SH Amsterdam

info@designthinkersacademy.com

+31 (0)20 471 00 70



Sign up!

