



3 Well-known Experts



Cantonese



Weekend-Class

# 6-Session Data-Driven Service Innovation

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Join us in our  
Hong Kong Studio!

*design*thinkersacademy

**Sign up!**



# *How **Design Thinking** with **Data** to **Drive Service Innovation** across the world*

**Sign up!**



*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 *Data-Driven Design Thinking* empowered Digital Transformation for HK's Financial Services

Sign up!

*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

Sign up!

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, and tool practices, 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 **Business Strategies and Wonderful Services** 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 services



Realize the **Low-cost, High-fidelity and Time-saving** ways for rapid prototyping of your innovative services 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

[Sign up!](#)

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

6 Workshops

+15

Over 15-set pf  
Design Thinking,  
Data and Digital  
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 Practical Learning Journey

**Sign up!**

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.

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## **Self-Paced Preparation**

(Before 1 weeks of the first lesson)

A case study will be provided for 1-hour self-paced learning

**1** 

## **Discover Market Trends**

Stakeholder Mapping, Design Research and Social Listening & Analytics

**2** 

## **Discover Customer Needs**

Sense-making, Persona Map, and Sentiment Analysis

**3** 

## **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 during the class

# 6-Lesson Practical Learning Journey

**Sign up!**

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** 

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**Develop  
Innovative  
Initiatives**

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

**5** 

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**Deliver  
Prototypes  
& Pitch**

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**Rapid Prototyping  
and Data-Story  
Telling**

**6** 

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**Deliver  
Blue Print of  
Digital Strategies**

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

Remark: Two Design Thinking Tools and One Data-Science  
(or Digital Marketing) Tools will be practiced during the class

# 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 would be beneficial for those involved in service operation, business development, customer experience and service management in all service sectors, such as

**Operation or Service Managers:** They're responsible for the strategic direction of services and they often need to innovate to stay competitive. This course could give them new ways to improve their services based on data-driven insights.

**Customer Experience Managers or UX/UI Designers:** These professionals design the interfaces through which users interact with services. They need to understand how users think and behave, and data can provide valuable insights into this.

**Marketing or Business Managers:** They are frequently involved in the development and delivery of innovative services. Understanding how to apply Design Thinking and use data-driven insights can help them to create more effective marketing strategies.

## *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:**

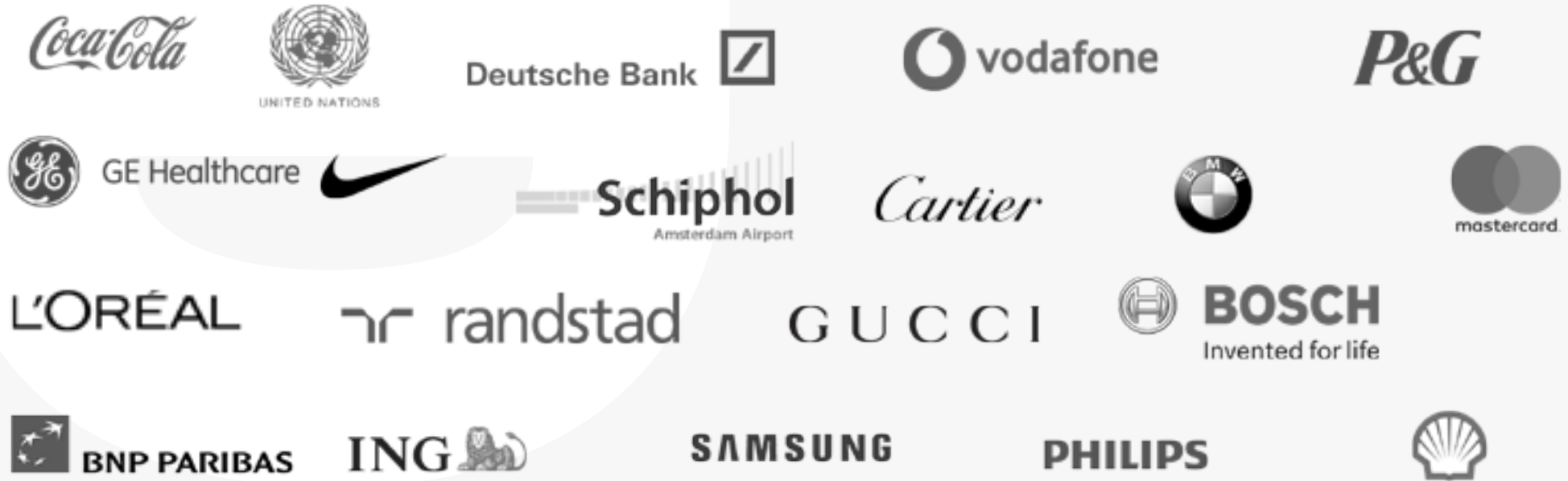
**Article (1): Creating Unlimited Business Opportunities for an Insurance Sales Force Through Design Thinking**

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

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

# Clients

Sign up!



*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:

- DTA Design Thinking for Innovation
- Designthinkers Tool Guide
- InnoEdge Design Thinking Implementation Examples
- InnoEdge Design Thinking Casebook

**Super Early Bird (By 18 Aug)**

**HK\$7,000**

**Super Early Bird (By 8 Sep)**

**HK\$8,500**

**Standard Tuition Fee**

**HK\$9,000**

**Venue: Kwun Tong, Kowloon, HK**

**Dates:**

**Session 1: 7 Oct (Sat) 9:30am to 1:00pm**

**Session 2: 7 Oct (Sat) 2:00pm to 5:30pm**

**Session 3: 14 Oct (Sat) 9:30am to 1:00pm**

**Session 4: 14 Oct (Sat) 2:00pm to 5:30pm**

**Session 5: 21 Oct (Sat) 9:30am to 1:00pm**

**Session 6: 21 Oct (Sat) 2:00pm to 5:30pm**

**Our Local Publications at VTC  
Design Thinking Business  
Casebook (2019 to 2022)**

**Article (1): Creating a caring  
experience for passengers with  
special needs** [\[Read the article\]](#)

**Article (2): Creating a memorable  
experience for Kwun Tong Yue Man  
Hawker Bazaar** [\[Read the article\]](#)

**Article (3): Creating a unique  
experience to retain valued banking  
customers** [\[Read the article\]](#)

**Article (4): Creating unlimited  
business opportunities for an  
Insurance sales force** [\[Read the article\]](#)

**Article (5): Creating the “Flying  
Beyond” passenger experience** [\[Read the article\]](#)

# 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**
- **Absent unavoidably is accepted for not more than 1 aggregate hour per day**
- **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**





3 Well-known Experts



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# Questions? Just ask.

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