2-Day
Design Thinking Fundamentals (Certificate) Training Course

Integrating Human-Centered Artificial Intelligence to Enhance Business Innovation Capabilities

China and HKSAR 2024

*design*thinkersacademy

Key Benefits

This is the 2024 edition of the course, now enhanced with content on Artificial Intelligence. This interactive course will equip you with the Design Thinking mindset, tools, and skills necessary to initiate bold innovations. Engage in a highly interactive learning journey, culminating in collaborative group work focused on a human-centered challenge. We are committed to a learning-by-doing philosophy to ensure practical application and immediate implementation. Upon completion of the course, you will be fully prepared to apply Design Thinking principles and techniques, integrated with AI insights, in your professional endeavors.

Focus on how to implement Design Thinking in your daily work

Knowing about Design Thinking is a good start, but the trick is how to successfully apply it in projects. Learning-by-doing and implementing DT in your work.

Live and guidance from our expert facilitators

Our expert facilitators will share their experience and tricks on how to implement Design Thinking in projects and provide feedback.

Learn to empathize and improve your strategy

The tools we will be using are fundamental in Design Thinking and we will teach you how to use empathy in designing new products and services for your users.

Develop your creativity & innovation mindset

Learn how to listen to your users, embed their insights, develop prototypes and work in small iterations. Dare to fail and pitch your story.

Synergizing the Power of Design Thinking and AI

Combing strengths of Design Thinking and Artificial Intelligence to drive innovation. Leverage your expertise to initiate projects that integrate these dynamic approaches.

At a glance

This interactive course will not only equip you with the Design Thinking mindset, tools, and skills to kick-start bold innovation but will also introduce how to leverage Artificial Intelligence to refine and implement these innovations. You will embark on a highly interactive learning journey, engaging in group work on a challenge under the guidance of skilled facilitators, with a focus on AI-enhanced Design Thinking processes. Post-course, you can apply AI-powered Design Thinking for product improvement, service innovations, and business transformations.

15
hours
face-to-face
sessions

1
Challenge

8+3
8 Design Thinking
Techniques
and 3 AI tools

75k
Global Alumni

95%
Alumni
recommend this
course

Each session is meticulously curated to include a selection of case studies and industry practices that demonstrate the successful implementation of Design Thinking in various sectors. Attendees will have the chance to scrutinize the integration of this innovative approach within business operations, social initiatives, and public service frameworks.

Airbnb	CLP Power	HSBC	Samsung
Airbnb Experience	DBS Bank	H&M	PepsiCo
Apple	Deutsche Bank	General Electric	PillPack
BBVA	Embrace	Mosi Mosi Lab	P&G

Discover the program

An effective pathway from Breakthrough Ideas Generation to AI-Enhanced Solution Implementation. In today's highly competitive world, an innovative design of your new initiatives is not enough. You must transform your innovative design into a new product or service to generate revenue, and here, AI approaches with Design Thinking tools and techniques will play a crucial role. During the 2-day workshop, we will experience 4 major stages, from AI-based Market Demand Analysis to AI-enhanced product or service deployment.
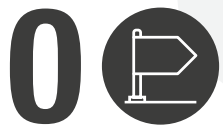
0 ▶	1 ▶	2 ▶	3 ▶	4 ▶
Pre-reading and Warm-Up Exercise	**Discover Introduction & Research**	**Define Framing the problem**	**Develop Ideation & Prototyping**	**Deliver Testing & Pitching**
Getting started	Session 1 3.5 hours	Session 2 4 hours	Session 3 3.5 hours	Session 4 4 hours
Read significant DT and AI articles	Using AI for Stakeholder Mapping, and AI-enhanced Design Research	Developing Personas with AI insights, Constructing Customer Journey Maps using AI data analysis, and Designing Problem Statements with predictive analytics,	Ideation Methods supported by AI, and WOW Box for prototyping AI applications	Service Scenarios developed through AI simulations. Reflection & Personal Plan.

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Who is it for?

This course is meant for

- Innovation teams who want to lead business transformation or improvement projects
- Business Managers or owners who want to innovate their products or services
- Business professionals who want to stretch their creative problem solving skills
- Business Leaders who want to strengthen the corporate innovation effectiveness or culture

The satisfaction rate of the new services is almost 100%

A major home-based airline in Hong Kong

Self-developed branded products launched successfully, and the gross profit of these products increased over 10 times.

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%.

One of the leading insurance company in Hong Kong

Public Class Schedule 2024

Register

Hong Kong | Guangzhou | Shanghai

Hong Kong	Guangzhou	Shanghai
17 & 18 May	26 & 27 Jul	24 & 24 May
19 & 20 Jul		22 & 23 Nov
5, 12, 19, 26 Sep		

Clients @ Global

Coca-Cola · United Nations · Deutsche Bank · vodafone · P&G · IBM

GE Healthcare · Nike · Schiphol Amsterdam Airport · Cartier · BMW · mastercard

L'ORÉAL · randstad · GUCCI · SAP · BOSCH Invented for life

BNP PARIBAS · ING · SAMSUNG · PHILIPS · pwc · Shell
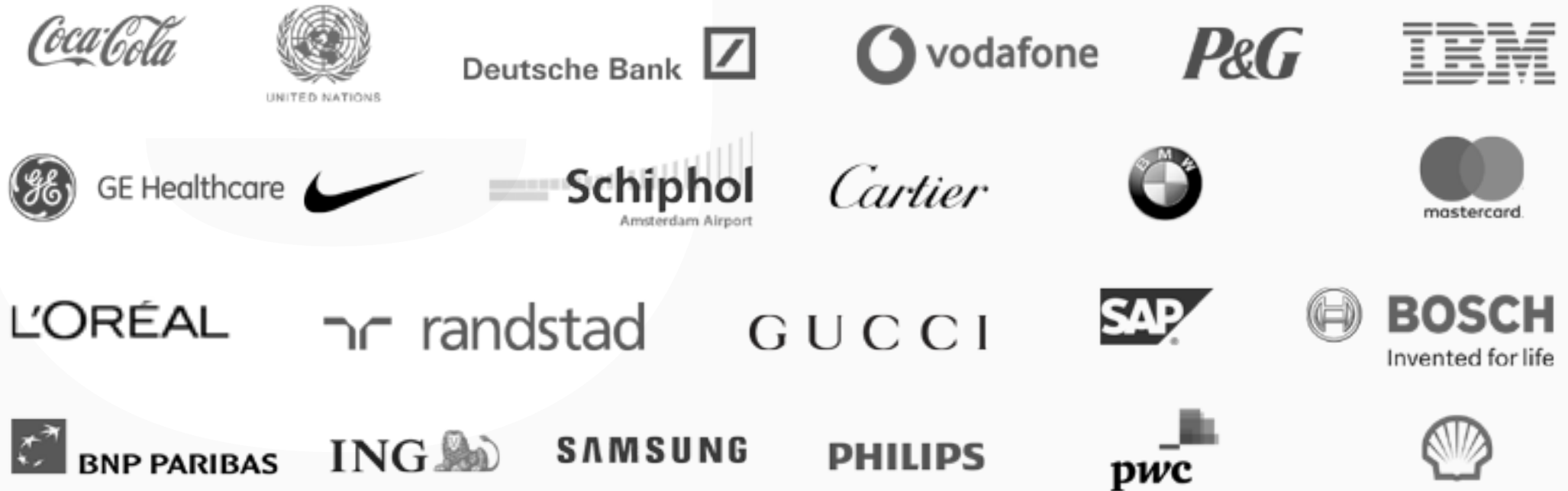
Clients @ Hong Kong and China

Since 2015, we managed over 350 classes of training workshops, seminars and talks of Design Thinking or Innovation Management for hundreds of enterprises in Hong Kong and China. Below is the clientele for your reference:

AIA, Airport Authority, Bank of China Hong Kong, Baptist Oi Kwan Social Service, BOC Credit Card (International), BOC Group Life Assurance, Century 21, CITIC Telecom CPC, CITIC Pacific, CLP Power, Dah Chong Hong Holdings, Education Bureau, HKSAR Government, Hang Lung Properties, Hong Kong Housing Authority, Hong Kong Science & Technology Park, Hong Yip Service Company, Konica Minolta, MSIG Insurance, MTR Corporation, OCBC Wing Hang Bank, Sino Group, Sun Hung Kai Properties, Sun Life Insurance, Vocational Training Council, World Link CPA

Facts & Figures

Designthinkers Academy (DTA) and DTA Hong Kong

Designthinkers Academy is one of the leading Design Thinking 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's mission is to empower teams & professionals to adopt human-centered design to kick-start bold innovation and drive positive change.

DTA Hong Kong decides to provide a world-class innovation model with localized practices in Hong Kong and China.

Business Values of Design Thinking Method

Organizations want to stay competitive and in order to do that, they need to reassess the way they are structured and function. Furthermore, it is important to build lasting relationships with your customers. Complicated problems like this need more attention than meets the eye.

Design Thinking delivers the innovative ideas and solutions needed to solve these problems. It is a human-centered mindset that closes the gap between organizations and people.

Design Thinking is an activity-based, iterative and continuous process with a strong emphasis on learning-by-doing, empathy and co-creation.

Track Record in Hong Kong and China

We have co-created with HK enterprises to drive transformation and deliver business results for different industries since 2015:

- 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 rate of a retail chain grew to 30%

Since 2020, we were invited by HKU, HKGCC, VTC, & HKTDC to share the Practical Strategies with Action Plans to overcome the haze of COVID-19 by mean of Design Thinking.

Tuition Fees

The tuition fee includes use of all the physical and digital facilities during the course

The course will be conducted by Cantonese and 4 sets of English learning materials will be provided for personal use

1. Course Workbook

2. DT Tool Guide

3. DT Examples

4. DT Cases

Early Bird Price

(One month before the first lesson of the class)

HKD 6,500 for HKSAR

RMB 6,500 for Mainland China

List Price
HKD 7,000 for HKSAR
RMB 7,000 for Mainland China

For ensuring interaction and learning effectiveness, during the 2-day learning journey, the maximum class size is 20

Terms & Conditions:

- No refund and cancellation are allowed

- 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.

- No video recording during any part of the class

- 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.

Global Recognized Certificate and Badge

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

- Participate in all the activities and complete all exercises during the training workshop (No any assignment after the class)

- Show up with a full facial expression in front of the camera in all training sessions

- Temporary absence is accepted for not more than ONE aggregate hour throughout all training sessions

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

Questions? Just ask.

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