



In partnership with



2 Day Design Thinking Bootcamp

“True innovation comes from recognizing an unmet need and designing a creative way to fill it.”- Steve Jobs.

Innovation and design is only useful if it is relevant and meets the need of the user or customer. In this **two-day** workshop, advisors, consultants, service agents, product and service developers are invited to acquire the tools and immerse in a high energy, high intensity practical experience of Human Centered Design. At the end of this workshop, participants will learn:

- **To spot habituation practices**
- **To empathise for relevance**
- **The role of diversity in ideation**
- **Prototyping for impact**
- **Iteration for success**

Timing	Day One	Day Two
09h00 – 10h30	Opening and Introductions Connect Session Container for the Programme Agenda Human Centred Design Theory	Reconnect Define Define practices Customer Profiling finalised
10h30 – 11h00	Break	Break
11h00 – 13h00	Empathy Guidelines for interviews Practice	Ideate Ideating with diversity Ideation in a Thinking Environment
13h00 – 14h00	Lunch	Lunch
14h00 – 15h30	Empathy Practices Continued	Prototyping Prototyping for all 5 senses
15h30 – 16h00	Break	Break
16h00 – 17h30	Customer Profiling	Testing practices and iteration Close out of the day