



**@ASK Training**  
Attitude | Skills | Knowledge

# The 5-Steps of Design Thinking

**Course Code:**

ASKSDT

**Course Duration:**

1 day, 9.00am - 5.00pm

**Course Fee:**

\$600 (\$654 Inc. 9% GST) per participant

**Course Venue:**

Hotel

**Course Dates:**

<https://asktraining.com.sg/course-schedule/>



## Course Synopsis

Whether you are an entrepreneur or a regular Professional, Manager, Executive, Technician (PMET), innovation is key to propelling you and your business / organization into the future.

As human beings, we are all wired to create – whether it takes the form of a new product or service, or simply a review of existing processes to improve efficiency. But in order to determine if an idea is a good one, one first needs to have an understanding of the problems and issues faced by people and/or users on the ground.

As an iterative process that emphasizes a human-centred approach, Design Thinking (DT) can help to sharpen such ideas, ensuring that solutions are continually refined to better meet needs and address pain-points.

## Course Objectives

By the end of the course, you will be able:

- Apply observational techniques, and other primary and secondary research skills in order to gain insights on user needs and pain-points
- Put together a user/persona profile based on research conducted
- Craft and define a clear problem/needs statement
- Ideate and brainstorm solutions using clustering
- Build a simple prototype
- Test the prototype, and make relevant improvements using feedback gathered from the test

## Course Outline

---

### The 5 Steps of Design Thinking:

- **Empathise**
  - Using the S-P-I-C-E framework to identify needs and pain-points of others
  - Using the P-O-E-M-S observational technique to identify potential issues & opportunities for intervention
  - Employing questioning techniques to dig deeper
  - Collecting primary data
- **Define**
  - Generating data points/insights from the primary data set
  - Clustering data points/insights to identify specific user needs
  - Crafting a persona based on insights from the data set
  - Crafting a needs statement based on user needs
- **Ideate**
  - Thirty Circles, One Minute activity
  - Identifying design criteria based on user needs
  - Applying P-O-E-M-S to further refine design criteria
- **Prototype**
  - Crafting a user journey / timeline
  - Using concept sketching / storyboarding to develop a prototype
  - Using simple equipment to develop a prototype
- **Test**
  - Prototype showcase
  - Collecting and analysing feedback
  - Making recommendations to improve the prototype