

DESIGN THINKING WORKSHOP for Healthcare FinTech Alliance (HFA) Start-ups

Overview

In increasingly complex times, innovation and collaboration skills are becoming vital to businesses, and both principles are essential in Design Thinking. This hands-on workshop will lead you through the design thinking process, taught by design thinking professionals that live and breathe in this space. Together we'll explore how human-centered design can help develop innovative solutions for the complex challenges we face as businesspeople, non-profit leaders, entrepreneurs, and global citizens.

About This Workshop

Design Thinking has become an extremely popular approach to problem-solving that adopted a human centered approach. This Design Thinking workshop will spark innovation, foster a user-centric mindset, and get cross-disciplinary team members working together towards a common goal. Healthcare and Fintech!

In this workshop, participants will learn the design innovation framework and apply it to tackle a design challenge from a user-centric perspective. They will learn user discovery techniques, rapid idea generation, business modelling, and pitching techniques to communicate their ideas convincing to an audience.

Learning Objectives

- Embrace the design innovation approach
- Assimilate user needs and define them into a problem statement
- Experience rapid ideation, prototyping & iterative nature of developing any idea
- Develop a business around their idea through the business model canvas
- Learn how to deliver a convincing pitch

Programme

Session	Activity
1	<ul style="list-style-type: none"> • Introduction to Design Innovation and the double diamond framework of Discover, Define, Develop, Deliver • Understand the importance and how to conduct customer discovery • Learn to categorise findings using an affinity diagram • How to frame an opportunity statement
2	<ul style="list-style-type: none"> • Ideate divergently based on their chosen opportunity statement • Synthesise and converge on the top ideas • Exposed to various prototyping tools to develop a mock-up of their chosen idea
3	<ul style="list-style-type: none"> • Introduction to the Business Model Canvas • Pitching workshop

Meet Our Trainers



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