



PROBLEM FINDING

Objectives: Confirm and gain consensus on the organisation's perspective on the problem to be solved or opportunities to be explored

DISCOVERY - PART 1&2

Objectives: Generate insights by leveraging existing research and closing critical knowledge gaps, open customer insights knowledge bank

IDEATION

Objectives: Generate ideas to

PROTOTYPING

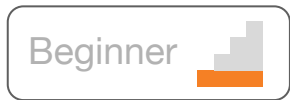
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DESIGNED SOLUTION



3RDVIEW CUSTOMER-BASED DESIGN™

2 day 'Foundations' Program



This fun and intensive program has been specially developed to equip and inspire participants to use Design Thinking to bring customers into the heart of your organisation. Come along to learn and apply philosophies, tools & techniques that embrace the world of customers and design.

WHY CUSTOMER-BASED DESIGN?

- Unpack and respond better to the changing needs of your customers, employees and stakeholders
- Adopt a more creative and collaborative approach to exploiting opportunities and solving problems
- Deliver more sustainable business change and growth

WHO SHOULD ATTEND?

- Leaders, CX practitioners, project teams, customer facing roles ++ including anyone who is keen to...
- ...develop a deeper understanding of their customers and improve customer experiences (internal & external)
- ...explore a new approach to innovation & problem solving or deliver successful sustainable change
- ...design products & services valued by all parties

BENEFITS OF ATTENDING

- Drive value in your organisation by connecting with your customers and your people
- Engage key people on business change programs
- Shape your culture with common design language, drivers & principles
- Cutting edge, practical, visual, hands-on & engaging

PROGRAM AGENDA

- Human-centred Design foundations
 - Value-case, Mindset, Process, People
- Key steps from 'Call to action' to 'Benefits Realised'
- Key design activities, output and outcomes
 - Problem Finding, Discovery & Research, Ideation, Prototyping and Reflection
- Thought-provoking prep and homework activities
- Idea application, where to start, tricks & traps
- Industry case study examples
- Videos and interactive content



Join one of our public programs or speak to us about an in-house programs. Contact us for a conversation:



1300 660 813
info@3rdview.com.au

"We lived and breathed the philosophy. The training has changed the way I approach challenges."
- Recent Program Participant

Kick-start your journey today!