



**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 HUMAN CENTRED DESIGN™**

2 day 'Foundations' Program

Foundation



*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 HUMAN-CENTRED 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

Contact us directly for more + Information tickets

Join one of our public programs or speak to us about an in-house programs.

Contact us for a conversation:



1300 660 813



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

*Kick-start your journey today!*