



Innovating Through HUMAN-CENTERED DESIGN

SINGAPORE MANAGEMENT UNIVERSITY

Infusing your organisation with an innovative culture that puts the customer first may provide not only real, measurable results but also a distinct competitive advantage.

To uncover innovation opportunities within an organisation it is important to look at problems and situations with a user-centric mindset; to think differently to search for novel alternatives to existing solutions and to embrace an experimental attitude to iteratively discover what is truly useful, feasible and viable. Such skills are at the heart of good design, and they actually can be learned and honed.

About the Course

Working with experienced practitioners in the field, SMU Academy has developed a unique programme to help executives, managers and business leaders integrate Human Centered Design (HCD) with their business thinking for successful innovating.

Highly interactive and done through a blend of facilitated and e-learning, this course comprises 2 parts, both interconnected but designed for participants at different phases of their design thinking journey.

Part 1 - Innovating through Human-centered Design: The Fundamentals (3-day course)

Part 2 - Innovating through Human-centered Design: The Advanced Applications (2-day course)

Key Takeaways

At the end of **Part 1**, participants will be able to:

- Understand how HCD can provide a foundation for innovation
- Acquire user-centric mindset and basic creative skills to uncover innovation opportunities
- Practise HCD methods such as consumer research, prototyping, journey mapping, co-creation
- Develop managerial action plans in embedding HCD in your organisation
- Gain confidence in dealing with uncertainty and developing innovation capabilities in your organisation

At the end of **Part 2**, participants will be able to:

- Reframe business problems to set the foundation for innovation
- Acquire technical understanding of designing user experience across channels - mobile, tablets, web, etc.
- Master the skills needed to sustain creative-thinking capabilities in your organisation
- Learn the basics of storytelling and create a powerful narrative to successfully drive change in your organisation
- Learn practical tools to drive innovation process and gain new perspectives in leading change initiatives

At a Glance

Part 1

Day 1 - Foundation to HCD

- Creativity and innovation
- Defining your business objectives and problem
- Empathy and reframing

Day 2 - Meeting Consumers & Mapping the Journey

- Consumer insights
- Meeting consumers
- Journey mapping

Day 3 - Prototyping Ideas & Good Design Principles

- Prototyping and co-creation
- Value of good design & basic design principles
- Developing your HCD action plan

Part 2

Day 1 - Foundation of Change Management & Effective Storytelling to Successfully Drive Change

- HCD and you organisation
- Designing a superior customer experience
- Storytelling to drive innovation

Day 2 - Bringing Agility to HCD & Putting it All Together

- Foundation to change management in innovation process
- HCD and your business
- HCD and your action plan

Prerequisites

Part 1 is open to all working professionals who are using or wish to use HCD to optimise business performance at a variety of levels in a wide range of industries.

Part 2 is designed for those who (a) have successfully completed Part 1 of the course; OR (b) have experience in practicing HCD in their organisations and would like to deepen their learning and expertise.

An essay, of not more than 500 words, outlining the applicant's HCD experience and motivation for attending the course has to be submitted with each application.

Funding & Course Fees

This course is subsidised by SkillsFuture Singapore (SSG).

SkillsFuture Credit is also applicable for the course.

Part 1

Full Fee: S\$2,568 per participant (including GST).

Nett fees payable per participant after SSG Funding:

- S\$770.40** (including GST) for Singapore Citizens and Singapore Permanent Residents
- S\$290.40** (including GST) for Singapore Citizens aged 40 years and above

Part 2

Full Fee: S\$1,712 per participant (including GST).

Nett fees payable per participant after SSG Funding:

- S\$513.60** (including GST) for Singapore Citizens and Singapore Permanent Residents
- S\$193.60** (including GST) for Singapore Citizens aged 40 years and above

Assessment & Certification

Course assessment will be based on classroom exercises, case studies and project presentation.

Upon successful completion of the course, participants will receive a certificate of participation issued by the Singapore Management University.

Registration

Please click [here](#) for the course dates and to register for the course.

About the Trainer



Jin Kang Moller
Vice President
Group Customer Experience
OCBC Bank

Jin Moller is a design strategist and practitioner championing simplicity and beauty in financial services. She has spent over 15 years in the financial services and pharmaceutical industries, and her design methodologies have helped organisations create value for their businesses.

She is currently a VP in Group Customer Experience at OCBC Bank. She drives business success for the private banking, retail banking, wealth management and insurance businesses through fostering customer-centric design process and organisational culture. She is the driver behind the award-winning Millennials bank concept FRANK by OCBC since its inception. One of her recent work One Wealth app, a wealth management services designed to build confidence in making investment decisions, won her Gold Good Design Mark 2017.

Before joining OCBC Bank in 2010, Jin was with Credit Suisse Private Bank in Switzerland setting customer experience strategy in key markets and designed experiences across critical channels and key processes of private banking customers.

During the global financial crisis in 2008, she led a cross-divisional simplicity initiative and set a new standard of customer-centric product communications.

Jin is a top-rated keynote speaker in banking and customer experience conferences globally including TEDx. She is a publisher of Designful.Co, a design publication written for leaders in the financial services, and co-author of Beyond Startup, a best seller in entrepreneurship in South Korea.