

[toughproblem]

innovative strategy & design

www.toughproblem.com.au

Customer-Based Design: How to Run a Design Project

Harness the Power of Customer-Based Design

Fresh Thinking | New Approach

Learn how to lead a team of people through a design project to deliver innovative, meaningful and valuable outcomes for your customers and your organisation.

Overview:

Design projects require a unique balance of creative thinking, stakeholder engagement and project skills. In an age where many products and services are becoming commoditized, successful organisations are able to develop deep insights about the context their products and services live within, then harness the hard and soft sides of design to develop and deliver solutions that work for the customer and the organisation. In this engaging and interactive **two-day workshop** you will learn how to use the tools, philosophies and processes that have guided the great innovators and designers via a comprehensive Customer-Based Design framework.

Learning Experience & Outcomes:

You will:

- ▶ Learn how to set up a design project for success
- ▶ Learn how to manage and motivate a team through the design process
- ▶ Learn to build empathy for your customers through active customer engagement techniques
- ▶ Learn tools which encourage divergent, creative thinking
- ▶ Rapidly prototype and test ideas to learn what works (for your customers and company)
- ▶ Use & keep a comprehensive 'how to do design' toolkit
- ▶ Be able to improve the quality of people's thinking and the success of their projects

Course Details

Duration: Two Day Workshop

Location:

Cost:

Venue:

Contact us for specific details.



Registration & Enquiries

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"We come from different directions to meet and exchange stories, ideas and knowledge"
Source: Traditional aboriginal symbol

The [toughproblem]TM learning experience is a blend of theory, application and reflection...



Our Courses:

- ▶ An introduction to Customer-Based Design
- ▶ Customer Based Design: How to Run a Design Project
- ▶ Creative Thinking Tools for Business
- ▶ Customer Experience Pathway Mapping
- ▶ Dynamic Customer Immersion Research Techniques
- ▶ How to Run a Powerful Invention Workshop
- ▶ The A1woB for Strategy Design
- ▶ Rapid Prototyping Techniques

The [toughproblem]TM story

OUR FOUNDATION PRINCIPLE:

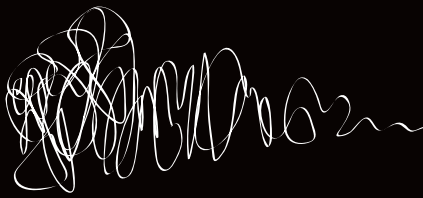
We use design to help humans connect with organisations through innovative & meaningful products, services and experiences.

WE BELIEVE IN:

- ▶ Understanding context in the wider system
- ▶ Using the whole brain to solve problems
- ▶ Powerful Questions & Engaging Conversations
- ▶ Thinking beyond economic outcomes
- ▶ Seeing through beginners eyes
- ▶ Action to quickly test & improve ideas



fresh | Smart | Human | Easy



Customer-focused - Skill Builder Program

Our design & innovation “Skill Builder Program” is designed to help you create a more customer-focused organisation. Visit our web site at www.toughproblem.com.au to download the detailed course outlines.

