Design Thinking in New Product Development Online Program

Discover How to Stop Making Things
and Programs Nobody Wants

Five half-days starting November 9, 2020

ASIAN INSTITUTE OF MANAGEMENT

SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING

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OVERVIEW

Design thinking is a proven and repeatable human-centered approach to new product design and development. It is considered an essential skill needed by professionals involved in product marketing and development in the 21st century.

This level of clarity in thinking is critical since new products' failure rate has been claimed to range from 40% to 80%. This current reality means that customers do not want close to half of the new product launches. Design thinking allows you to use tools and principles to rigorously figure out what your customers need and test and validate your assumptions before spending a lot of time and money in R & D and product development.

Design thinking combines logical and creative thinking that facilitate information and ideas to be organized, decisions to be made, improved problem situations, and knowledge to be gained. It is a mindset focused on finding solutions that are fit for customer problems and pain points.

The course will guide you through the three phases of Design Thinking: Inspire, Ideate, and Implement with theory and practical exercises. Participants will learn how to implement Design Thinking in developing new products or services to solve customer problems and build something someone wants. They will learn how to apply design thinking in the product-market fit phase in the company's new product development processes, including customer needs analysis, quick market research, and rapid prototyping.

PROGRAM OBJECTIVES

- Learn how to use practical design thinking methods and tools in every stage of your new product development phase
- Understand the phases of Design Thinking: Inspire, Ideate, Implement
- Use a framework that is meaningful to understand the customer experience journey.
- Develop an appreciation for empathy as the underlying principle of successful product development
- Learn the importance of prototyping and iteration as a means of validating assumptions

WHAT YOU WILL LEARN

- Design Thinking Framework
- Define the Challenge
- Market Research
- Develop Empathy and Form Insight
- Brainstorm Ideas and Solutions
- Rapid Prototyping

KEY BENEFITS

- Participants will learn to improve the product development process by implementing Design Thinking principles and how to minimize risk through rapid prototyping.
- Product management professionals can achieve better empathy for customer needs and pain points.
- Adopt new attitudes about new product development and customer problem solving

WHO SHOULD ATTEND

The program is recommended to business owners, startup entrepreneurs, employees, professionals, managers, and leaders involved in designing products or services. A basic understanding of the marketing processes of the company helps but is not a prerequisite. Design Thinking is an excellent tool for many every day, customer "wicked problems."

PROGRAM SCHEDULE
November 9, 11, 13, 16, 18, 2020
8:30 AM to 12:00 PM (GMT+08) on all dates

PROGRAM FORMAT
Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE
PHP 25,000.00 or USD 500.00
*USD 1 = PHP 50.00

YOUR PROGRAM FACULTY

Rafael L. Camus
Clinical Professor, Strategy
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit https://go.aim.edu/seellinquiries

Download our latest program calendar at https://go.aim.edu/seellprogramcalendar

Your Program Faculty

Rafael L. Camus
Clinical Professor, Strategy
Asian Institute of Management

Rico has 14 years of management experience in Sales and Marketing, covering various products and industries, including consumer pharmaceuticals and mobile telecommunications. He moved over to the media industry in 2003, with ABS CBN Corp., as convergence became a buzzword and retired there after 17 years in different divisions and responsibilities. His most recent responsibility as Innovation Officer involves consulting with the operating business units and build a culture of innovation across the company. He holds an MBA, with a concentration in Marketing and a minor in Decision Sciences, from the Wharton School of the University of Pennsylvania.