



Monday, 20 July 2020

9:00am - 5:00pm



Online workshop using teleconferencing and collaborative platforms. Details will be emailed to participants closer to the date.

DESIGN THINKING THROUGH EMPATHY: NAVIGATING THE 'NEW NORMAL'

Singapore Biodesign enhances health and medical technology innovation capabilities of participants through hands-on exercises with real-world case studies. This year, SB is going back to the basics in a one-day masterclass on the fundamentals of design thinking. This hands-on design thinking workshop will guide innovators from different backgrounds to strengthen their foundation on the design thinking framework, with emphasis on conducting interviews to gain user perspectives and brainstorming discovery of design concepts in a post-COVID-19 environment.

Workshop Objectives

At the end of this workshop, participants should be able to:

- Have a good understanding of the design thinking process and how to apply this framework in a project,
- Conduct an impactful interview and practice empathy with users to gain insights to the user needs and perspectives,
- Craft concise need statements and uncover insights that can inspire action,
- Use different brainstorming tools to ideate solutions to these needs and insights

To find out more about the events that we organize, please visit us at

<https://www.a-star.edu.sg/sb/innovation-training/thematic-workshops>



CONTACT US

EMAIL: alex_choh@hq.a-star.edu.sg
WEB: <https://www.a-star.edu.sg/sb>