

**JBS**  
JOHANNESBURG  
BUSINESS SCHOOL



# DESIGN THINKING

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A practical introduction to implement for business.

Use design thinking tools to build and drive innovative thinking and doing within your business, future proofing your way of work in our ever-adapting economy

[www.jbs.ac.za](http://www.jbs.ac.za)

This practical introduction to Design Thinking, as a tool for innovation, focuses on how you and your business can use Design Thinking tools to build and drive innovative thinking within your business, future proofing your way of work in our ever-changing economy.

## OUTCOMES

This two day programme will enable participants to understand, participate in, and actively contribute to Design Thinking in their professional environments. Participants will learn how to solve customer problems through Design Thinking.

- How to identify the right problems to solve through a deep understanding of customers' needs, pain-points, and expectations.
- How to address these needs through validated value propositions.
- Designing prototypes of possible solutions. Testing prototypes with customers to uncover usability issues and shortcomings in the initial solution design.
- Iterating the solution design based on user feedback.

## OVERVIEW

Experienced practitioners will introduce participants to core concepts and methods illustrating critical points with case studies drawn from their own experience serving and working in South African businesses. Following this introduction, participants will learn by doing. Teams of 5 will immerse themselves in a practical Design Thinking exercise to solve a real-world problem guided by our faculty.

### PROGRAMME OUTLINE

- Introduction to concepts and methods with case study illustrations
- Exercise 1, 2, 3: Empathise, define, ideate. Including user research, customer journey mapping, personas and empathy maps
- Exercise 3: Initial prototype design and user testing
- Exercise 4: Iterated prototype and user testing
- Wrap up and prize giving

## FACULTY

### LISA ARRENBRECHT

Lisa Arrenbrecht made a career in architecture before making the transition into financial services with a focus on Customer Experience. As well as being a passionate artist, gardener and long distance runner, Lisa has designed products, services and experiences in financial Services including pivotal roles turning around forex at Standard Bank and launching Tyme Digital Bank.

### WILLIAM SAUNDERS

William Saunders started his user experience design career with Conran designing exquisite furniture using human centred design principle. William made the transition to user experience and service design 13 years apprenticing with Flow Interactive a successful off shoot of the UK's renowned Fool Proof. William has built UX systems for large corporates and digital products and services for tech start-ups, two of which he co-founded.

## COURSE DETAILS:

<b>Date:</b>	21 – 22 November 2019
<b>Time:</b>	08:00 –16:30 (lunch included)
<b>Venue:</b>	Johannesburg Business School (Cnr Barry Hertzog and Empire Road, Milpark)
<b>Facilitator:</b>	Lisa Arrenbrecht & William Saunders
<b>Fee:</b>	R4 950
<b>Contact:</b>	Ms. Sphiwe Ndlala
<b>Telephone:</b>	+27 11 559 1783
<b>E-mail:</b>	execed@jbs.ac.za
<b>Register here:</b>	<a href="https://bit.ly/2kDkQK7">https://bit.ly/2kDkQK7</a>

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