

# DESIGN THINKING

## FROM PIXEL TO CUSTOMER

Design thinking is a human-centred, iterative approach to problem solving that is increasingly used by organisations to make their digital products and solutions more customer-centric.



SG:D PIXEL

# WORK -SHOPS

The background is a vibrant pink. A large, bright yellow circle is the central focus. To the left of the circle, there is a black square and a blue circle. A thin black line curves from the bottom of the black square, passes behind the blue circle, and ends at a small white circle on the yellow circle's edge. In the bottom left corner, there is a white triangular shape. In the bottom right corner, there is a teal triangular shape. A thin black line extends from the yellow circle towards the teal shape.

Get a crash course in Design Thinking and identify possible areas of innovation within your organisation.

Our monthly light-touch 'Design Thinking 101' sessions are designed to give companies a basic introduction to Design Thinking. They are FREE, and open to attendees from enterprises.

# ONE-TO-ONE CONSULTATION SESSIONS

Learn about the Design Thinking process and how it can be applied to your innovation project through a hands-on session with an assigned consultant.



## WHO IS THIS FOR?

- Those who already have a problem statement or digital innovation project, and are looking to explore how Design Thinking can facilitate their organisation's innovation process



## WHAT WILL I GET OUT OF THIS?

- A free session (up to 2 man-days) where you can gain a basic understanding of Design Thinking, and how it can help your company create customer-centric products and services
- A defined and sharpened problem statement or high-level customer experience map for your innovation project

# PROJECT-BASED COACHING

Facilitate your company's innovation process through a series of coaching sessions with an assigned consultant.



## WHO IS THIS FOR?

- Those with a basic understanding of Design Thinking who are looking to apply its principles in a new digital innovation project
- Singapore-based companies with high growth potential, working on impactful innovation projects





## WHAT WILL I GET OUT OF THIS?

- A practical and experiential understanding of Design Thinking principles and processes, and how they can help your company to create customer-centric digital products and experiences
- Delivery of agreed milestones, such as customer journey maps with areas identified for innovation or a working prototype after multiple test iterations. Projects can be scoped for a duration of up to 12 man-days, over the course of up to 6 months, depending on complexity





## HOW MUCH DO I HAVE TO PAY FOR THIS?


- Project-based coaching can be supported up to 70% (for SMEs), and up to 50% (for non-SMEs) of the total man-day cost of engaging the design consultants, capped at S\$70,000

# FROM PIXEL TO LIFE

To find out more, email us  
at [enquiry@impixel.sg](mailto:enquiry@impixel.sg).

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