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

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

Our monthly Design Thinking 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 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 digital products and services

- A defined and sharpened problem statement or high-level customer experience map for your digital 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 digital 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 digital 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

Scan and apply for Project-Based Coaching here:

GOgov.sg

FROM PIXEL
TO LIFE

To find out more, email us
at pixel@imda.gov.sg.

📍 10 Central Exchange Green, S(138649)

🖰 impixel.imda.gov.sg/

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