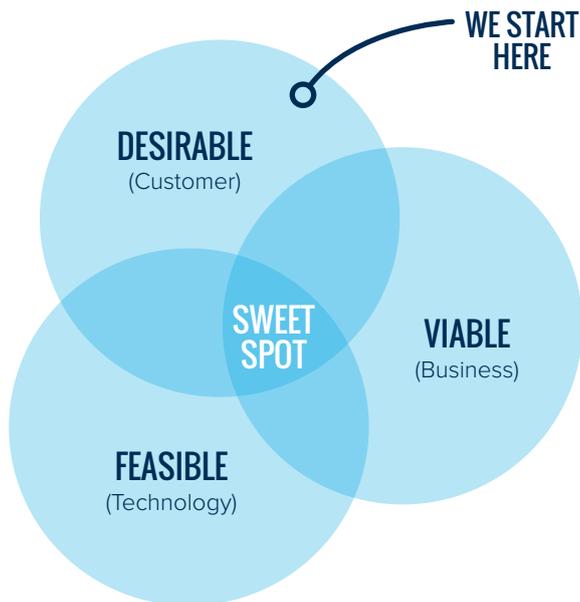




# DESIGN THINKING QUICK START WORKSHOP

**Design Thinking** is a human-centred way of solving problems. It starts with the customer and balances commercial and technical realities.



## PERSONAS

We use personas to think about your customer segments and their experiences. When we empathise with customers, we can design services differently.



## VALUE PROPOSITIONS

We use the value proposition canvas to describe how you create value for your customers. When we see gaps in products or services, we can design a better experience for them.



## STORYBOARDING

We use story boards to visually depict the experiences of your customers. Telling stories is a powerful way to envision ideas and opportunities.

## About the workshop:

- Half-day interactive workshop
- Suitable for up to 20 attendees
- On-site, or at SMS offices
- Facilitated by experienced design consultants

## What you'll take away:

- Learn Design Thinking tools to apply to your business
- Gain a deeper understanding of your customers, including their pain points and needs
- Identify real life opportunities to improve your customers' experience
- Establish a customer-centred mindset, ready to challenge perceived barriers about "the way things have always been done"

## Why SMS?

SMS Design Thinking delivers training and engagements across Australia. With practitioners in every State, we work with government and private commercial clients to transform the way they look at their customers and improve their product and service offerings. Our consultants have a depth of experience in CX and UX, product management and design, strategy development, and lean agile delivery.

To find out more, or register your interest today:

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