

# 10-Day Building Brands: An Expert-led course, supported by Google, Manulife and Cartier

## AGENDA

Day 1 - Introduction	Day 6 - Speed Consulting Sprint
Day 2 - Empathy	Day 7 - Iterate, Prototype, Test
Day 3 - Problem Statement + Ideation	Day 8 - Framework
Day 4 - Storyboarding and Role-Playing	Day 9 - Storytelling and Pitching
Day 5 - Prototype and Test	Day 10 - Final Pitch Presentations

	<b>TOPIC</b>	<b>CONTENT</b>	<b>OUTLINE</b>
<b>DAY 1</b>	<b>INTRODUCTION:</b> Set the foundation of the course, learn from case studies and hear from industry experts on a real-life creative problem	<ul style="list-style-type: none"> <li>• Instructor introductions and team bonding sessions.</li> <li>• Client intro and project briefing</li> <li>• Intro to Design Thinking Case examples</li> <li>• Share-back with consulting lessons.</li> </ul>	<u>Morning Session-</u> Presentation - Introduction to the week  Group Activity - Icebreakers  Presentation - Client brief and discussion (By Client)  Guest Speaker  <u>Afternoon Session-</u> Group activity  Group Work and Discussion
<b>DAY 2</b>	<b>EMPATHY:</b> Dive into using empathy to understand customers better; techniques and mindsets	<ul style="list-style-type: none"> <li>• Introduction to Empathy and relevance in delivering optimum customer experience to clients.</li> <li>• Empathy Activities – Desktop research, user interviews and immersion into real-life stores</li> <li>• Research Data synthesis: Process what we read, heard, and observed. Look for common themes and patterns. Anything people love about the experience, anything they really dislike?</li> </ul>	<u>Morning Session-</u> Presentation - Intro to Empathy  Guest Speaker  Group activity  <u>Afternoon Session-</u> Presentation - Research Data Synthesis.  Group Work - Conduct an empathy experience.
<b>DAY 3</b>	<b>HOW MIGHT WE + IDEATION:</b> Now that we know who our customers are, and a bit about what they like/dislike, we can start thinking	<ul style="list-style-type: none"> <li>• Introduction into “How Might We” statements</li> <li>• Crafting ‘How Might We’ statement to frame an opportunity for customers. These statements set up</li> </ul>	<u>Morning Session-</u> Feedback - Data Synthesis - Empathy  Presentation - Crafting a HMW statement and Intro to Ideation  Group Work

	a bit deeper about their needs, jobs-to-be-done, and other places that might fulfill these needs.	<p>potential solution spaces.</p> <ul style="list-style-type: none"> <li>• Introduction into Brainstorming</li> <li>• Brainstorming ideas: Finally, time to start brainstorming ideas for new or improved experiences, products or services for customers.</li> </ul>	<p><u>Afternoon Session-</u> Feedback - HMW questions</p> <p>Group Work - Ideation and Selection</p>
<b>Day 4</b>	<b>STORYBOARD + ROLE-PLAYING</b>	<ul style="list-style-type: none"> <li>• Introduction to role-playing and the value of storyboarding.</li> <li>• Mindset warm-up</li> <li>• Using the learnings from the empathy session, build out scenarios and personas of the customers to make solutions for.</li> </ul>	<p><u>Morning Session-</u> Feedback - Idea convergence</p> <p>Presentation - Intro to Storyboarding</p> <p>Guest Speaker</p> <p>Group Activity</p> <p><u>Afternoon Session-</u> Group Work and Discussion.</p>
<b>DAY 5</b>	<b>PROTOTYPING</b> Group ideas and start prioritising them into those that would provide real impact for the user.	<ul style="list-style-type: none"> <li>• Clustering of ideas and voting the best idea to prototype</li> <li>• Introduction to prototyping and importance of 'fail fast, fail often'</li> <li>• Creating rough and rapid prototypes</li> <li>• Create prototypes, whether physical models, app, service, or role-play.</li> </ul>	<p><u>Morning Session-</u> Presentation - Prototyping</p> <p>Group Activity!</p> <p>Group Work - Prototype and Test</p> <p><u>Afternoon Session-</u> Group Work and Discussion.</p>

**\*End the week with a clear idea about the kind of experience we want to create.\***

<b>DAY 6</b>	<b>TESTING</b> Learn the concept of rapid prototyping, iteration and testing of experiences, product or services in a real-life setting. Maximise feedback and learning.	<ul style="list-style-type: none"> <li>• Test your prototypes with the team to get feedback.</li> <li>• Iterate and improve your prototypes</li> <li>• Taking the prototype to actual users. (Can be friends, people from this program, actual customers of the brand.)</li> </ul>	<u>Morning Session-</u> Speed Consulting - Client Briefing and Kick Off  Group Work  <u>Afternoon Session-</u> Group Work and Discussion.  Final Pitch Presentations
<b>DAY 7</b>	<b>ITERATION</b> Maximise feedback and learning. Prototype rapidly and repeatedly to fail fast and evolve.	<ul style="list-style-type: none"> <li>• Keep iterating and evolving prototypes to get better solutions.</li> <li>• Simultaneously test and improve.</li> </ul>	<u>Morning Session-</u> Feedback - Prototypes and Testing  Presentation - Iterating Forward  Group Work - Prototyping  <u>Afternoon Session-</u> Group Work - Prototyping and Testing
<b>DAY 8</b>	<b>FRAMEWORK</b> Framing the ideas for the real world applications.	<ul style="list-style-type: none"> <li>• Introduction to the relevant Framework templates</li> <li>• Develop around the 'service blueprint' and user journey(s) around your prototypes</li> </ul>	<u>Morning Session-</u> Feedback - Prototypes and Testing  Presentation  Group Work  <u>Afternoon Session-</u> Group Work and Discussion
<b>DAY 9</b>	<b>STORYTELLING / PITCHING</b> Learn to create a compelling pitch-deck of your solution and the art of storytelling your ideas to clients.	<ul style="list-style-type: none"> <li>• Introduction to 'Creating an effective Pitch'</li> <li>• Create your pitch-deck and outline market potential.</li> </ul>	<u>Morning Session-</u> Feedback - Framework  Guest Speaker  Presentation  <u>Afternoon Session-</u> Group Work - Final Presentation

		<ul style="list-style-type: none"> <li>• (Optional) Create a short video to support your solution.</li> <li>• Test your pitch with facilitators</li> </ul>	
<b>DAY 10</b>	<b>FINAL PITCH PRESENTATIONS</b>	<ul style="list-style-type: none"> <li>• Present Pitches to a panel consisting of the client, facilitator as well as DEI reps from the brands and get feedback.</li> <li>• Students will also be asked to give their own feedback on new customer pain-points discovered and ideas on improving customer experience to incorporate an idea of reverse mentoring.</li> </ul>	<u>Morning Session-</u> Kick-Off Final Presentations  <u>Afternoon Session-</u> Final Presentations  Parting Thoughts, Wrap up.
<b>*End of camp! Walk away with great connections and friends*</b>			

**INSTRUCTORS**

**Content Delivery and Facilitation:** Aasavri Talwar, Product Design and Innovation at Jumbo Group

Aasavri has over 9 years of experience in using design to ideate and develop products for global franchises in the toys and games industry.

As an expert in product strategy, Aasavri possesses a keen eye for identifying and implementing product vision from inception to shelves. She is passionate about the transformative power of play, and strives to create meaningful and immersive experiences for users while delivering tangible business results.

Aasavri is a certified practitioner of IdeoU’s design thinking and business innovation courses, enhancing her ability to apply human-centred strategies. She holds a Bachelors degree in Industrial and Product Design from the School of Design, the

Hong Kong Polytechnic University, where she is also shares her expertise as a visiting lecturer, guiding design students through real-world projects.

**Content Delivery:** Mikkel Hansen, Managing Director, Project Limited

As Director of Project Limited, Mikkel is responsible for aligning clients' creative and commercial strategies and building them into cohesive concepts and concrete actions. Mikkel has run diverse transformation programs for corporate, investment and startup clients alike. In Hong Kong, clients have included HSBC, Cathay Pacific, Chubb and many more. This work often involves using creativity to achieve commercial impact. Mikkel started his career in communications in New York and has since worked with 50+ clients in London, Paris, Singapore and Hong Kong.

Mikkel holds an MBA, Luxury Brand Management, from HEC Paris, a MA in Innovation from Central Saint Martins College of Art and Design in London, and a Bachelor in Sociology/Media from Hunter College-CUNY in New York City. He's a Fellow at the Royal Society of Arts (FRSA).