





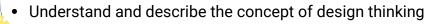
PLAY 4 PERFORMANCE

INNOVATE & COLLABORATE Through Playful Design Thinking

The program leverages the principles of design thinking coupled with a playful approach to unlock your team's full potential. Participants will engage in hands-on, immersive activities that encourage out-ofthe-box thinking and collaborative problem-solving. This initiative not only cultivates a culture of innovation but also strengthens team dynamics, making it an indispensable asset for organizations striving for excellence and adaptability.



Objectives:



- Identify target users and understand their needs
- Understand the skill of framing a problem and find the right problem to solve by reframing a problem
- Understand the skill of user interview and able to conduct it
- Generate ideas and have at least one prototype for the user interview

Rundown:

15 mins **Orientation & Introduction**

15 mins Introduction of Design Thinking Concept

90mins User Interview, Idea generation & prototyping

10 mins Identifying & Understanding User

10 mins Problem framing & re-framing

10 mins Learning Consolidation

Key Features:







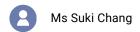
Methodologies



Collaborative **Projects**



Feedback & Reflection





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