

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

DESIGN THINKING TRAINING IN THE PHILIPPINES

DESIGN WITH PEOPLE. SOLVE WHAT MATTERS.

Practical Human-Centered Innovation for Understanding Users, Identifying Unmet Needs, Defining the Right Problems, Generating Better Ideas, Building Rapid Prototypes, Testing Solutions, Learning From Feedback, and Turning Insights Into Action

This program is strategically developed for organizations searching for **Design Thinking Training in the Philippines, Design Thinking Workshop in the Philippines, Workshop on Design Thinking in the Philippines, Design Thinking Program in the Philippines, Program on Design Thinking in the Philippines, Design Thinking Course in the Philippines, Course on Design Thinking in the Philippines, or Training on Design Thinking in the Philippines.**

Organizations are filled with well-intentioned solutions that fail because teams begin with:

“What should we create?”

before adequately understanding:

“What do people actually need?”

A process is redesigned.

But employees find it harder to use.

A new customer service policy is launched.

But it solves an internal problem rather than the customer's problem.

A digital tool is developed.

But users avoid it.

A new product feature is introduced.

But customers do not value it.

An employee program is created.

But employees barely participate.

A workflow is automated.

But the underlying pain point remains.

The issue is often not lack of intelligence or effort.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

The issue is:

THE ORGANIZATION SOLVED THE WRONG PROBLEM—OR DESIGNED THE SOLUTION TOO FAR AWAY FROM THE USER.

Design With People. Solve What Matters.: **Design Thinking Training in the Philippines** equips employees, professionals, specialists, supervisors, managers, leaders, innovators, project teams, product teams, Customer Experience teams, Human Resources professionals, Operations personnel, and cross-functional groups with a practical human-centered approach to understanding needs, reframing problems, generating possibilities, experimenting quickly, learning from real feedback, and improving solutions before significant resources are committed.

The program introduces the proprietary **MSS D.E.S.I.G.N.™ Human-Centered Innovation Framework:**

- **D — Discover Users, Context, Experiences, and Unmet Needs**
- **E — Empathize Deeply and Extract Meaningful Human Insights**
- **S — State the Right Problem, Opportunity, and Success Criteria**
- **I — Ideate Broadly and Identify Promising Solutions**
- **G — Give Ideas Form Through Rapid Prototypes**
- **N — Navigate Testing, Feedback, Iteration, and Implementation**

The Design Thinking journey becomes:

Observe → Listen → Understand → Synthesize → Define → Reframe → Ideate → Select → Prototype → Test → Learn → Improve → Implement

Following MSS Corporation's **EnterTRAINment** methodology, approximately **30% of the program consists of concise facilitator input, demonstration, facilitated discussion, and synthesis, while approximately 70% consists of empathy activities, user interviews, observation exercises, insight synthesis, problem-framing challenges, idea-generation activities, prototype-building, user-testing simulations, feedback analysis, iteration, and workplace application.**

TRAINING OVERVIEW

Many organizations solve problems from the inside out.

They ask:

“What is easiest for us?”

“What have we always done?”

“What does management want?”

“What can our current process accommodate?”

Design Thinking introduces a different starting point:

“What is the person experiencing?”

“What is the person trying to accomplish?”

“Where is the friction?”

“What does the person actually need?”

“What are we assuming?”

“Have we tested whether our solution works for the user?”

Consider a company receiving repeated customer complaints that its online application process is:

“Too complicated.”

The immediate response might be:

“Let's redesign the website.”

But observation and interviews may reveal that the biggest pain point is not the website layout.

Customers may actually struggle because:

- Requirements are unclear;
- they do not know which documents are acceptable;
- some fields use unfamiliar terminology;
- they cannot save incomplete applications;
- they receive no confirmation after submission.

If the organization redesigns only the visual interface, it may spend substantially while leaving the real problem untouched.

Design Thinking helps organizations:

UNDERSTAND BEFORE THEY ASSUME.

DEFINE BEFORE THEY SOLVE.

TEST BEFORE THEY INVEST HEAVILY.

WHAT IS DESIGN THINKING?

Design Thinking is a human-centered and iterative approach to innovation and problem solving that begins with understanding people, reframes problems based on insight, generates multiple possible solutions, makes ideas tangible through prototypes, and tests those ideas with users before wider implementation.

It emphasizes:

- Empathy;
- curiosity;
- experimentation;
- collaboration;
- learning;
- iteration.

Design Thinking is especially valuable when problems are:

- Ambiguous;
- complex;
- human-centered;
- cross-functional;
- poorly defined;
- affected by changing expectations;
- difficult to solve through analysis alone.

DESIGN THINKING IS NOT JUST BRAINSTORMING

Brainstorming may appear during:

Ideation.

But Design Thinking includes much more:

Understand the User



Define the Challenge



Generate Possibilities



Prototype



Test



Learn and Improve

A team can brainstorm hundreds of ideas and still fail if it is solving:

The wrong problem.

DESIGN THINKING IS NOT JUST CREATIVITY

Creativity asks:

“What new ideas can we imagine?”

Design Thinking asks:

“What meaningful problem should we solve, for whom, and how can we learn quickly whether our idea works?”

Creativity is valuable.

Design Thinking provides:
A disciplined innovation process around it.

DESIGN THINKING VERSUS PROBLEM SOLVING

Traditional Problem Solving

Often begins with a defined problem:
“How do we solve this?”

Design Thinking

May first challenge whether the problem has been defined correctly:
“Is this actually the problem from the user's perspective?”

Design Thinking is therefore particularly powerful when:
The problem itself requires discovery.

DESIGN THINKING VERSUS ROOT CAUSE ANALYSIS

Root Cause Analysis

Primarily investigates:
Why did an existing problem or failure happen?

Design Thinking

Primarily explores:
What does the user need, and what solution could create a better experience or outcome?

Root Cause Analysis is often stronger for:

- Recurring defects;
- incidents;
- process failures;
- corrective action.

Design Thinking is often stronger for:

- New experiences;
- products;
- services;
- process redesign;
- employee experience;
- customer experience;
- innovation.

The two can complement each other.

DESIGN THINKING VERSUS PROCESS IMPROVEMENT

Process Improvement frequently asks:

How can this process become faster, cheaper, simpler, or more reliable?

Design Thinking additionally asks:

Should the process work this way at all from the user's perspective?

An efficient process that creates a poor user experience may still need redesign.

DESIGN THINKING VERSUS CUSTOMER EXPERIENCE

Customer Experience concerns the customer's total experience with an organization.

Design Thinking is one methodology that can help:

- Understand;
- design;
- improve

that experience.

Design Thinking can also be applied beyond external customers to:

- Employees;
- suppliers;
- patients;
- students;
- citizens;
- business partners;
- internal users.

TRAINING GOAL

To equip participants with practical Design Thinking knowledge, human-centered research techniques, empathy skills, insight-generation practices, problem-framing tools, ideation methods, rapid-prototyping capability, user-testing techniques, and iterative improvement practices that enable them to develop solutions grounded in real user needs.

TRAINING OBJECTIVES

By the end of the program, participants should be able to:

1. **Explain** Design Thinking and its value in workplace innovation;
2. **Differentiate** Design Thinking from traditional problem solving, brainstorming, creativity, Process Improvement, Root Cause Analysis, and Customer Experience;
3. **Apply** the MSS D.E.S.I.G.N.™ Human-Centered Innovation Framework;
4. **Recognize** situations where Design Thinking is particularly useful;
5. **Identify** the appropriate user or stakeholder for a Design Thinking challenge;
6. **Define** the difference between users, customers, buyers, decision-makers, and other stakeholders where relevant;
7. **Observe** user behavior without immediately interpreting it;
8. **Conduct** practical empathy interviews;
9. **Ask** open-ended questions;
10. **Avoid** leading users toward preferred answers;
11. **Listen** for needs, frustrations, motivations, workarounds, goals, and emotions;
12. **Differentiate** what users say from what they actually do;
13. **Identify** explicit and latent needs;
14. **Recognize** assumptions that require validation;
15. **Document** observations appropriately;
16. **Develop** an Empathy Map;
17. **Develop** practical user or persona profiles where appropriate;
18. **Map** user journeys;
19. **Identify** touchpoints, pain points, friction points, moments that matter, and unmet needs;
20. **Synthesize** qualitative observations;
21. **Use** Affinity Mapping to organize insights;
22. **Differentiate** raw observations from insights;
23. **Develop** meaningful insight statements;
24. **Define** the right human-centered problem;
25. **Develop** user-centered Point-of-View statements;
26. **Reframe** broad or solution-biased problems;
27. **Develop** useful “How Might We” questions;
28. **Establish** appropriate success criteria;
29. **Separate** divergent thinking from convergent thinking;
30. **Generate** multiple solution ideas;
31. **Avoid** prematurely judging ideas;
32. **Use** structured ideation techniques;
33. **Build** on the ideas of others;
34. **Prioritize** ideas according to desirability, feasibility, impact, and other relevant criteria;
35. **Select** promising concepts for experimentation;
36. **Explain** the purpose of prototyping;

37. **Differentiate** prototypes from finished solutions;
38. **Select** the appropriate level of prototype fidelity;
39. **Create** rapid low-cost prototypes;
40. **Prototype** products, services, processes, communications, digital experiences, or employee experiences;
41. **Design** meaningful user tests;
42. **Observe** user behavior during testing;
43. **Avoid** defending prototypes during feedback;
44. **Capture** what worked, failed, confused, or surprised users;
45. **Differentiate** feedback from personal preference;
46. **Identify** patterns across testing results;
47. **Iterate** solutions based on evidence;
48. **Recognize** when to revisit problem definition;
49. **Identify** assumptions that still require testing;
50. **Develop** practical next-step experiments;
51. **Connect** Design Thinking to implementation;
52. **Recognize** when Design Thinking should transition into Project Management or Process Improvement;
53. **Promote** collaboration across functions;
54. **Strengthen** a culture of experimentation and learning; and
55. **Develop** a 30-, 60-, or 90-day Design Thinking Workplace Application Plan.

LEARNING DOMAINS ADDRESSED

Cognitive Domain

Participants strengthen their understanding of:

- Human-centered innovation;
- empathy;
- user research;
- problem framing;
- ideation;
- prototyping;
- testing;
- iteration.

Affective Domain

Participants strengthen:

- Curiosity;
- empathy;
- openness;
- humility;
- willingness to question assumptions;
- tolerance for ambiguity;
- experimentation mindset;

- willingness to learn from failure;
- collaboration.

Behavioral Domain

Participants practice:

- Interviewing;
- observation;
- journey mapping;
- insight synthesis;
- problem framing;
- ideation;
- prototyping;
- testing;
- feedback processing;
- iteration.

FROM POINT A TO POINT B

Point A: Before the Training

Participants may:

- Start with solutions;
- assume they know what users need;
- rely on internal opinions;
- ask users leading questions;
- gather customer feedback without synthesizing it;
- mistake complaints for insights;
- design from personal preferences;
- define problems too broadly;
- embed solutions inside problem statements;
- brainstorm before understanding the user;
- generate only one or two ideas;
- reject unconventional ideas too early;
- let the most senior person dominate ideation;
- spend too much time perfecting an idea before testing;
- treat prototypes like final products;
- become defensive when users criticize ideas;
- test only with colleagues who already understand the concept;
- interpret feedback selectively;
- pursue an idea because the team already invested heavily in it;
- or launch solutions without meaningful user validation.

Point B: After the Training

Participants should be better able to:

- Identify the real user;
- observe experiences;
- conduct empathy conversations;
- map user journeys;
- identify pain points;
- synthesize insights;
- question assumptions;
- define user-centered challenges;
- reframe problems;
- generate multiple solutions;
- defer judgment during divergent thinking;
- evaluate ideas systematically;
- create rapid prototypes;
- test ideas with users;
- learn from behavior and feedback;
- improve ideas iteratively;
- recognize when the problem itself needs reframing;
- and move validated concepts toward implementation.

ORGANIZATIONAL CHALLENGES ADDRESSED

This **Design Thinking Workshop in the Philippines** may help organizations address:

- Solutions that users do not adopt;
- customer complaints;
- poor customer experiences;
- poor employee experiences;
- low digital adoption;
- complicated processes;
- weak internal services;
- products that fail to gain traction;
- limited innovation;
- teams recycling the same ideas;
- departments working in silos;
- management assumptions replacing user evidence;
- lengthy development cycles;
- excessive investment before testing;
- repeated rework;
- innovation workshops producing ideas but no validated solutions;

- projects designed from internal convenience;
- services that technically work but frustrate users;
- employee programs with poor participation;
- digital transformation initiatives with low adoption;
- organizations wanting stronger innovation culture;
- cross-functional teams needing a common innovation process.

WHEN SHOULD DESIGN THINKING BE USED?

Design Thinking is particularly useful when:

The Problem Is Human-Centered

People's needs, behavior, emotions, or experiences matter.

The Problem Is Ambiguous

The organization is not completely sure what the actual problem is.

Existing Solutions Are Not Working

Previous interventions have produced limited results.

User Needs Are Changing

Expectations, technology, behavior, or market conditions have shifted.

Innovation Is Required

The organization needs new approaches rather than minor adjustments.

Multiple Stakeholders Are Involved

Different people experience the problem differently.

The Cost of Building the Wrong Solution Is High

Testing assumptions early can reduce wasted investment.

WHEN DESIGN THINKING MAY NOT BE THE PRIMARY TOOL

Design Thinking is not necessarily the best starting methodology when:

- The problem is already clearly defined;
- a technical failure requires engineering diagnosis;
- a recurring defect requires Root Cause Analysis;
- a compliance requirement specifies the required solution;
- a straightforward operational issue requires immediate correction.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

The right tool depends on:
The nature of the problem.

THE MSS D.E.S.I.G.N.™ HUMAN-CENTERED INNOVATION FRAMEWORK

D — DISCOVER USERS, CONTEXT, EXPERIENCES, AND UNMET NEEDS

The first discipline is:
Do not begin with the solution. Begin with the person.

WHO IS THE USER?

Depending on the challenge, the user may be:

- Customer;
- employee;
- manager;
- supplier;
- patient;
- citizen;
- student;
- business partner;
- internal department;
- end user.

The person paying is not always the same as:
The person using.

STAKEHOLDER VERSUS USER

A stakeholder may influence or be affected by the solution.

A user directly experiences or interacts with it.

Both matter.

But Design Thinking deliberately gives significant attention to:
The lived user experience.

OBSERVATION

What people say and what people do may differ.

A customer may say:
“The process is fine.”

Then take 18 minutes to complete what was designed as a three-minute task.

Observation helps reveal:

- Workarounds;
- hesitation;
- confusion;
- repeated actions;
- avoidance;
- frustration;
- unmet needs.

OBSERVE WITHOUT IMMEDIATELY JUDGING

Observation:

User clicks three menu options before finding the application form.

Interpretation:

“Website navigation is bad.”

The interpretation may eventually prove correct.

But first record:

What actually happened.

USER CONTEXT

Understand:

- Where;
- when;
- why;
- how;
- with whom

the experience occurs.

Solutions designed outside the real context may overlook important constraints.

E — EMPATHIZE DEEPLY AND EXTRACT MEANINGFUL HUMAN INSIGHTS

Empathy in Design Thinking does not mean:

Feeling sorry for users.

It means understanding their:

- Goals;
- frustrations;
- motivations;
- fears;
- needs;
- expectations;
- constraints;
- behaviors;
- experiences.

EMPATHY INTERVIEWS

Strong Design Thinking interviews explore experiences.

Instead of:

“Would you like an app that automatically tracks this?”

ask:

“Tell me about the last time you had to track this.”

Then:

What happened?

What was difficult?

What did you do?

Why?

What happened next?

AVOID LEADING QUESTIONS

Weak:

“Don't you think this process takes too long?”

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

Better:

“How would you describe your experience completing this process?”

ASK FOR STORIES

Users may struggle to answer:

“What do you need?”

Stories about actual experiences often reveal more.

Ask:

Tell me about the last time this happened.

FIVE USEFUL EMPATHY AREAS

Listen for what users:

Say

What do they verbalize?

Think

What might concern them?

Do

What behavior is observable?

Feel

What emotions appear?

Need

What goal or unmet need is underneath?

EMPATHY MAP

An Empathy Map helps teams synthesize user information into a shared view.

It should be based on:

Research and observation

rather than:

Team imagination alone.

USER PERSONAS

A practical persona may include:

- Role or user type;
- goals;
- needs;
- behaviors;
- frustrations;
- context.

Avoid:

Fictional biographies with irrelevant details.

The persona should help the team:

Design better.

USER JOURNEY MAPPING

A journey map examines the experience across stages.

Example:

Discover

→

Inquire

→

Apply

→

Submit

→

Wait

→

Receive Result

At each stage examine:

- User actions;
- touchpoints;
- emotions;
- pain points;
- questions;

- opportunities.

PAIN POINT

A pain point is a source of:

- Friction;
- difficulty;
- dissatisfaction;
- unnecessary effort;
- uncertainty.

Not every inconvenience deserves redesign.

Prioritize meaningful pain.

MOMENTS THAT MATTER

Certain touchpoints have disproportionate impact.

Examples:

- First response;
- first day at work;
- complaint resolution;
- payment;
- emergency support;
- employee resignation.

Design Thinking can focus innovation on these high-impact moments.

LATENT NEEDS

Users may not explicitly request what they need.

A customer may ask:

“Can you send me more updates?”

Underlying need:

Confidence that my request is progressing.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

The best solution may not be:
More manual emails.

It may be:
Real-time visibility.

INSIGHT VERSUS OBSERVATION

Observation:
Employees repeatedly message Human Resources asking about leave balances.

Insight:
Employees need immediate confidence about available leave before making personal plans.

Insight begins to reveal:
The underlying human need.

AFFINITY MAPPING

When many observations exist:

1. Capture observations individually;
2. group similar items;
3. identify themes;
4. look for patterns;
5. derive insights.

Do not force data into categories decided in advance.

Let meaningful patterns emerge.

S — STATE THE RIGHT PROBLEM, OPPORTUNITY, AND SUCCESS CRITERIA

One of the most important Design Thinking skills is:
Problem framing.

Because:
A GREAT SOLUTION TO THE WRONG PROBLEM IS STILL THE WRONG SOLUTION.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

SOLUTION-BIASED PROBLEM STATEMENT

“How do we build a mobile app for employee onboarding?”

The solution has already been chosen:

Mobile app.

Better:

“How might we help new employees feel informed, connected, and ready to contribute during their first weeks?”

Now multiple solutions remain possible.

USER-CENTERED POINT OF VIEW

A useful structure:

User

•

Need

•

Insight

Example:

Newly hired remote employees need a simple way to understand who to approach for different concerns because they hesitate to ask questions when they are unsure who owns the process.

HOW MIGHT WE QUESTIONS

A strong “How Might We” question is:

- Human-centered;
- open enough for creativity;
- narrow enough to be actionable.
-

Too broad:

“How might we improve customer service?”

More useful:

“How might we help first-time customers understand what will happen next after they submit a complaint?”

REFRAME THE PROBLEM

Original:

“Customers don't read our instructions.”

Reframed:

“How might we make essential instructions easier to notice and understand at the moment customers need them?”

The second statement invites:

Design.

The first invites:

Blame.

DEFINE SUCCESS

Before ideation, ask:

What should become better for the user?

Possible success criteria:

- Less effort;
- faster completion;
- clearer understanding;
- fewer errors;
- greater confidence;
- higher adoption;
- better satisfaction;
- easier access.

I — IDEATE BROADLY AND IDENTIFY PROMISING SOLUTIONS

Once the problem is clearer:

Generate possibilities before selecting.

DIVERGENT THINKING

Purpose:

Produce many possibilities.

Rules can include:

- Defer judgment;
- encourage variety;
- build on ideas;
- go beyond the obvious;
- make ideas visible.

CONVERGENT THINKING

Purpose:

Evaluate and narrow.

Do not combine divergence and convergence too early.

If people evaluate every idea as soon as it appears:

Creativity collapses.

IDEA QUANTITY BEFORE QUALITY

The first few ideas are often:

Familiar.

More ideas can move teams toward:

Less obvious possibilities.

STRUCTURED IDEATION METHODS

Possible methods include:

- Individual idea generation;
- brainwriting;
- rapid sketching;
- analogy;
- constraint challenges;
- reverse thinking;

- combining concepts;
- “What if?” questions;
- Crazy Eights;
- concept mash-ups.

The tool should help the team generate:

Different possibilities

rather than repeatedly express the same idea differently.

BUILD ON IDEAS

Instead of:

“That won't work.”

Try:

“What part of that could work?”

or:

“How could we adapt it?”

SENIORITY AND IDEATION

If the highest-ranking person shares first:

Other participants may unconsciously follow.

One technique:

Generate ideas individually before group discussion.

This increases independent thinking.

IDEA SELECTION

Possible criteria include:

Desirability

Would users value it?

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

Feasibility

Can it realistically be delivered?

Viability

Can the organization sustain it?

Impact

How much improvement could it create?

Effort

What would implementation require?

Risk

What could go wrong?

IMPACT-EFFORT MATRIX

Ideas may be categorized as:

High Impact / Low Effort

Possible quick wins.

High Impact / High Effort

Strategic investments.

Low Impact / Low Effort

Optional improvements.

Low Impact / High Effort

Usually weak candidates.

Do not let the matrix replace judgment.

Use it to:

Structure discussion.

ASSUMPTION MAPPING

Every idea contains assumptions.

Examples:

Users will understand it.

Customers will use it.

Employees will accept it.

Technology can support it.

Management will approve it.

Ask:

Which assumption would make the idea fail if it were wrong?

Test the riskiest assumptions early.

G — GIVE IDEAS FORM THROUGH RAPID PROTOTYPES

An idea in someone's head is difficult to evaluate.

A prototype makes the idea:

Visible + Tangible + Testable

WHAT IS A PROTOTYPE?

A prototype is a simplified representation of an idea created to:

Learn.

It is not necessarily:

A polished final product.

PURPOSE OF PROTOTYPING

Prototype to answer questions such as:

Do users understand this?

Can they complete the task?

Which step confuses them?

Does this address their need?

What assumption are we testing?

LOW-FIDELITY PROTOTYPES

Examples:

- Paper sketches;
- storyboard;
- mock forms;
- sample scripts;
- process role plays;
- paper interface;
- service walkthrough;
- physical model;
- mock email;
- sample dashboard.

The objective is:

Learning before expensive development.

PROTOTYPE A SERVICE

For a service experience, participants may prototype:

- Customer conversation;
- complaint-handling process;
- reception experience;
- employee onboarding;
- approval workflow.

Use role play.

PROTOTYPE A PROCESS

Create:

- Visual workflow;
- simplified form;
- revised sequence;
- mock interaction.

Then ask users to experience it.

PROTOTYPE A DIGITAL EXPERIENCE

Before coding:

- Paper screens;
- clickable mock-up;
- storyboard;
- simulated interface

may reveal major usability problems.

DO NOT FALL IN LOVE WITH THE PROTOTYPE

A prototype is deliberately disposable.

If the team becomes emotionally attached:

Testing becomes validation-seeking.

The purpose is not:

Prove we were right.

It is:

Discover what we need to learn.

N — NAVIGATE TESTING, FEEDBACK, ITERATION, AND IMPLEMENTATION

Design Thinking is not complete when the prototype exists.

The next question is:

What happens when real users interact with it?

TEST WITH USERS

Whenever practical, test with people representing:

The intended users.

Avoid relying only on:

- Project team;
- senior management;
- colleagues who already know how the idea works.

OBSERVE DURING TESTING

Ask users to:
Experience the prototype.

Then observe:

- Confusion;
- hesitation;
- questions;
- shortcuts;
- delight;
- frustration;
- errors;
- unexpected behavior.

DO NOT OVEREXPLAIN

If the prototype requires:
Ten minutes of explanation before someone understands it,
that itself may be useful learning.

Let the design communicate as much as possible.

FEEDBACK QUESTIONS

Useful questions include:
What worked well?
What confused you?
What did you expect to happen?
What would you change?
What did you find unnecessary?
What would make this easier?

FEEDBACK GRID

Capture:

Likes

What worked?

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

Questions

What remains unclear?

Concerns

What creates friction or risk?

Ideas

What opportunities emerged?

LISTEN WITHOUT DEFENDING

User:

"I don't understand this."

Poor response:

"Actually, it's very simple. You just..."

Better:

"Tell me what you expected to happen."

The user's confusion is:

Data.

ITERATE

Testing may lead to:

Keep

What worked.

Change

What needs improvement.

Remove

What adds no value.

Add

What is missing.

Reframe

When the underlying problem turns out to be different.

DESIGN THINKING IS NOT ALWAYS LINEAR

Teams may move:

Prototype → Define

because testing reveals:

The problem was framed incorrectly.

Or:

Ideate → Empathize

because additional user information is needed.

Iteration is a feature.

Not a failure.

TEST LEARNING, NOT ONLY SATISFACTION

Do not ask only:

“Do you like this?”

Users may politely say:

Yes.

Better evidence includes:

Could they use it?

Did they understand it?

Did behavior improve?

Was effort reduced?

PILOT BEFORE SCALE

After promising tests:

Conduct a limited pilot where appropriate.

A pilot can examine:

- Adoption;
- usability;
- performance;
- operational feasibility;

- resource requirements;
- unintended consequences.

FROM DESIGN THINKING TO IMPLEMENTATION

Once the concept becomes sufficiently validated, implementation may require:

- Business case;
- Project Management;
- Process Improvement;
- Change Management;
- technology development;
- policy changes;
- communications;
- training;
- performance measures.

Design Thinking helps identify:

What should be built.

Other disciplines may help:

Build and scale it effectively.

COMPLETE MSS D.E.S.I.G.N.™ FLOW

D — DISCOVER

Who are the users, and what are they actually experiencing?



E — EMPATHIZE

What do their stories, behaviors, frustrations, motivations, and unmet needs reveal?



S — STATE

What human-centered problem or opportunity should we actually address?



I — IDEATE

What different ways could we solve the challenge?



G — GIVE FORM

How can we make the promising idea tangible enough to test quickly?



N — NAVIGATE

What does user feedback tell us to keep, change, discard, test again, or implement?

DESIGN THINKING TOOL SELECTION GUIDE

Need	Useful Design Thinking Tool
Understand what users actually experience	Observation
Understand motivations, frustrations, and needs	Empathy Interview
Consolidate what users say, think, do, feel, and need	Empathy Map
Represent meaningful user segments	Persona / User Profile
Understand the end-to-end experience	User Journey Map
Organize large amounts of qualitative research	Affinity Mapping
Turn research into meaningful understanding	Insight Statements
Define a human-centered challenge	Point-of-View Statement
Open the problem for innovation	How Might We Questions
Generate many possibilities	Brainwriting / Rapid Ideation / Sketching
Compare ideas	Impact–Effort or Evaluation Matrix
Identify risky assumptions	Assumption Map
Make an idea tangible	Rapid Prototype
Learn from users	User Testing
Organize feedback	Feedback Grid
Improve the concept	Iteration Plan

Participants learn:

Use the tool because it helps answer the current question—not because every workshop needs every tool.

ONE-DAY DESIGN THINKING TRAINING OUTLINE

Time	Modules and Essential Topics	Major Activity and Participant Output
8:00 AM–10:00 AM	MODULE 1: START WITH PEOPLE— DESIGN THINKING, USER DISCOVERY, EMPATHY, AND EXPERIENCE MAPPING 1. Why Organizations Solve the Wrong Problems • Inside-out versus human-centered design 2. What Design Thinking Is and Is Not • Design Thinking versus creativity • brainstorming • Problem Solving • Root Cause Analysis • Process Improvement 3. Introducing the MSS D.E.S.I.G.N.™ Framework • Discover • Empathize • State • Ideate • Give Form • Navigate 4. D — Discover Users and Context • User versus stakeholder • observation • context • behaviors • workarounds 5. E — Empathize Deeply • Empathy interviews • open-ended questions • stories	Major Activity: Walk in Their Shoes Challenge — Participants investigate a representative workplace, customer, or employee experience through observation data and simulated user interviews, then identify meaningful pain points, unmet needs, emotions, and workarounds. Major Output: Empathy Interview Guide, Empathy Map, and Current-State User Journey Map



Time	Modules and Essential Topics	Major Activity and Participant Output
	- latent needs 6. Empathy and Journey Tools - Empathy Map - user profiles - Journey Mapping - touchpoints - pain points - moments that matter	
10:00 AM–10:15 AM	MORNING BREAK	
10:15 AM–12:00 NN	MODULE 2: DEFINE WHAT REALLY MATTERS—INSIGHT SYNTHESIS, PROBLEM FRAMING, ASSUMPTIONS, AND DESIGN CHALLENGES 1. From Data to Insight - Observation versus insight - patterns - latent needs 2. Affinity Mapping - Organizing qualitative research - identifying themes 3. S — State the Right Problem - User + need + insight - Point-of-View statements 4. Reframing - Symptoms versus needs - removing solution bias - opportunity framing 5. How Might We Questions - Broad enough for innovation - focused enough for action	Major Activity: Solve the Right Problem Lab — Teams receive numerous observations from their morning user research and must cluster them, identify patterns, develop insights, write user-centered Point-of-View statements, expose hidden assumptions, and turn them into strong “How Might We” challenges. Major Output: Affinity Map, User Insight Statements, Point-of-View Problem Statement, and Design Challenge



Time	Modules and Essential Topics	Major Activity and Participant Output
	6. Define Success • User outcomes • business requirements • assumptions requiring validation	
12:00 NN–1:00 PM	LUNCH BREAK	
1:00 PM–3:00 PM	MODULE 3: CREATE POSSIBILITIES—IDEATION, CONCEPT DEVELOPMENT, IDEA SELECTION, AND RAPID PROTOTYPING 1. I — Ideate Broadly • Divergent versus convergent thinking • defer judgment • quantity and variety 2. Structured Ideation Techniques • Brainwriting • rapid sketching • analogies • What If questions • concept combinations 3. Reduce Groupthink • Independent generation • equal participation • building on ideas 4. Evaluate Without Killing Innovation • Desirability • feasibility • viability • impact • effort • risk 5. Assumption Mapping • What must be true?	Major Activity: Ideas to Reality Innovation Sprint — Participants generate a high volume of solutions for their design challenge, cluster and combine concepts, evaluate promising options, identify risky assumptions, and rapidly build a low-fidelity prototype using simple materials or service simulations. Major Output: Idea Portfolio, Concept Selection Matrix, Assumption Map, and Rapid Prototype



Time	Modules and Essential Topics	Major Activity and Participant Output
	• what should we test first? 6. G — Give Ideas Form • Prototype to learn • prototype fidelity • products • services • processes • digital concepts	
3:00 PM–3:15 PM	AFTERNOON BREAK	
3:15 PM–5:00 PM	MODULE 4: TEST BEFORE YOU INVEST—USER TESTING, FEEDBACK, ITERATION, PILOTING, AND IMPLEMENTATION 1. N — Navigate Testing and Feedback • What are we trying to learn? • selecting test users 2. Conduct User Tests • Observe behavior • avoid overexplaining • ask useful questions 3. Feedback Without Defensiveness • Likes • questions • concerns • ideas • unexpected behavior 4. Iterate Based on Evidence • Keep • change • remove • add • reframe 5. From Prototype to Pilot	Major Activity: D.E.S.I.G.N.™ Testing Studio — Teams test their prototype with other participants representing target users, capture behavioral and verbal feedback, identify what assumptions were confirmed or challenged, redesign their concept, and present the improved solution and next experiment. Major Output: User Testing Plan, Feedback Grid, Iterated Prototype, Experiment/Pilot Plan, and 30-, 60-, or 90-Day D.E.S.I.G.N.™ Workplace Application Plan

Time	Modules and Essential Topics	Major Activity and Participant Output
	• Testing risky assumptions • feasibility • user adoption • operational considerations 6. From Design Thinking to Implementation • Project Management • Change Management • Process Improvement • metrics 7. Build an Innovation Habit • Experimentation • learning • workplace application	
5:00 PM	PROGRAM CLOSING	Learning synthesis, innovation commitments, evaluation, and recommended next steps

CORE PARTICIPANT OUTPUTS

Participants are expected to complete:

1. **Empathy Interview Guide, Empathy Map, and Current-State User Journey Map**
2. **Affinity Map, User Insight Statements, Point-of-View Problem Statement, and Design Challenge**
3. **Idea Portfolio, Concept Selection Matrix, Assumption Map, and Rapid Prototype**
4. **User Testing Plan, Feedback Grid, Iterated Prototype, Experiment/Pilot Plan, and 30-, 60-, or 90-Day D.E.S.I.G.N.™ Workplace Application Plan**

SAMPLE DESIGN THINKING CHALLENGES

Training cases may be customized around:

- Improving employee onboarding;
- redesigning customer complaint handling;
- reducing customer waiting effort;

- simplifying an application process;
- improving digital customer self-service;
- redesigning a branch experience;
- improving employee leave requests;
- reducing repetitive internal inquiries;
- improving candidate experience;
- improving learning and development participation;
- simplifying Procurement requests;
- improving supplier onboarding;
- redesigning internal approval processes;
- increasing adoption of a new system;
- improving patient experience;
- improving student experience;
- redesigning a retail purchase journey;
- making reports easier to understand;
- improving remote-work collaboration;
- designing new products or services;
- improving accessibility;
- reducing customer uncertainty;
- redesigning forms or communications;
- improving project stakeholder experience.

SAMPLE USER JOURNEY MAP

Stage	User Action	User Thought / Feeling	Pain Point	Opportunity
Search	Looks for required information	"Where do I start?"	Information scattered	Central guidance
Prepare	Collects requirements	"Do I have everything?"	Requirements unclear	Clear checklist
Submit	Sends documents	"Did they receive them?"	No confirmation	Instant acknowledgment
Wait	Waits for action	"What is happening?"	No visibility	Status tracking
Receive Result	Gets final response	"What happens next?"	Next step unclear	Guided next action

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

The objective is not merely to produce a pretty journey map.

The map should reveal:

Where meaningful innovation opportunities exist.

SAMPLE EMPATHY INTERVIEW QUESTIONS

Instead of asking:

“Would you like a better system?”

participants may ask:

Tell me about the last time you used this process.

What were you trying to accomplish?

Which part was easiest?

Which part was most difficult?

What happened when you encountered that difficulty?

What did you do next?

Was there a workaround?

What were you expecting to happen?

What mattered most to you at that moment?

If you could change one part of the experience, what would it be?

SAMPLE POINT-OF-VIEW STATEMENT

User

Newly hired hybrid employee

Need

Needs to know where to obtain immediate support during the first weeks

Insight

Hesitates to ask questions because responsibilities across departments are unclear

Point of View

Newly hired hybrid employees need a simple and psychologically safe way to identify the right person for immediate support because uncertainty about ownership discourages them from asking questions early.

SAMPLE HOW MIGHT WE QUESTIONS

From that Point-of-View statement:

How might we help new employees know exactly who to approach for different concerns?

How might we make asking for support feel easy and safe during onboarding?

How might we provide answers before employees need to ask?

Notice:

None of these prescribes:

“Build an app.”

The solution remains open.

SAMPLE IDEA SELECTION MATRIX

Idea	User Desirability	Feasibility	Business Value	Effort	Priority
Idea A	High	High	High	Low	Strong
Idea B	Very High	Medium	High	High	Test
Idea C	Medium	High	Medium	Low	Possible
Idea D	Low	Medium	Low	High	Weak

The matrix supports:

Decision discipline.

It does not eliminate:

Human judgment.

SAMPLE PROTOTYPES

Product

- Cardboard model;
- mock packaging;
- paper interface.



MSS SUCCESS SPACES

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

Service

- Role-play;
- storyboard;
- service walkthrough.

Process

- Revised workflow;
- sample form;
- simulated approval.

Digital Experience

- Paper screens;
- simple clickable mock-up;
- wireframe.

Communication

- Sample email;
- Job Aid;
- signage;
- script.

The principle is:

Prototype only enough to learn what you need to learn.

SAMPLE USER TESTING OBSERVATION SHEET

Area	Question
Understanding	Did the user understand what to do?
Ease	Where did the user hesitate or struggle?
Behavior	What did the user actually do?
Expectation	What did the user expect to happen next?
Value	What did the user find useful?
Confusion	What was unclear?

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

Area	Question
Emotion	What created confidence, frustration, delight, or concern?
Suggestion	What would the user change?

DESIGN THINKING AND INNOVATION CULTURE

A Design Thinking organization does not require everyone to become:
A designer.

It encourages employees to behave more like:
Curious investigators + collaborative problem framers + disciplined experimenters.

The culture begins shifting from:
"I think customers want..."
toward:
"What evidence do we have?"

From:
"This idea must work."
toward:
"How can we test it?"

From:
"Failure is unacceptable."
toward:
"Small, inexpensive experiments should help us learn before large failure becomes expensive."

TRAINING METHODS

This **Training on Design Thinking in the Philippines** follows MSS Corporation's **EnterTRAINment** methodology:

- Approximately **30% concise facilitator input, demonstrations, facilitated discussions, and synthesis**
- Approximately **70% human-centered research, user interviews, empathy mapping, journey mapping, insight synthesis, problem framing, ideation, concept evaluation, prototyping, user testing, feedback, iteration, and workplace application**

Methods may include:

- Design Thinking mindset assessment;

- observation challenge;
- empathy interview simulation;
- listening exercise;
- empathy-map development;
- persona or user-profile activity;
- User Journey Mapping;
- Affinity Mapping;
- insight-generation challenge;
- problem-reframing exercise;
- “How Might We” challenge;
- brainwriting;
- rapid ideation;
- sketching;
- idea mash-up;
- Impact–Effort analysis;
- assumption mapping;
- rapid prototyping;
- service prototype role play;
- user testing;
- feedback-grid analysis;
- iteration sprint;
- prototype pitch;
- workplace action planning.

TARGET PARTICIPANTS

This **Design Thinking Training in the Philippines** is recommended for:

- Rank-and-file employees involved in innovation or improvement;
- professional staff;
- specialists;
- analysts;
- supervisors;
- Team Leaders;
- managers;
- department heads;
- executives;
- Innovation teams;
- Customer Experience professionals;
- Customer Service teams;
- Product Development teams;
- Product Managers;
- Marketing professionals;

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

- Sales professionals;
- Human Resources professionals;
- Learning and Development professionals;
- Employee Experience teams;
- Operations personnel;
- Process Improvement teams;
- Quality professionals;
- Information Technology teams;
- Digital Transformation teams;
- engineers;
- Project Managers;
- Business Analysts;
- service-design teams;
- entrepreneurs;
- business owners;
- cross-functional project teams;
- employees responsible for developing products, services, processes, experiences, or solutions.

INDUSTRIES THAT MAY BENEFIT

This **Design Thinking Program in the Philippines** may be customized for:

- Banking;
- financial services;
- insurance;
- retail;
- e-commerce;
- telecommunications;
- healthcare;
- pharmaceuticals;
- hospitality;
- tourism;
- manufacturing;
- consumer products;
- Information Technology;
- software;
- business process outsourcing;
- shared services;
- logistics;
- transportation;
- education;
- government;
- construction;

- real estate;
- professional services;
- nonprofit organizations;
- startups;
- other organizations seeking human-centered innovation.

RECOMMENDED NUMBER OF PARTICIPANTS

Approximately **12 to 20 participants** is recommended for intensive empathy interviews, collaborative synthesis, ideation, prototyping, testing, and facilitator coaching.

Groups of approximately 25 participants may be accommodated through:

- Cross-functional Design Thinking teams;
- innovation squads;
- breakout groups;
- parallel user challenges;
- prototype-testing rotations.

Design Thinking generally becomes stronger when teams include:

Different functions and perspectives.

DELIVERY OPTIONS

The program may be delivered through:

- Face-to-face in-house training;
- onsite corporate workshop;
- offsite Design Thinking workshop;
- live online instructor-led training;
- hybrid training;
- Innovation Academy;
- Customer Experience initiative;
- Employee Experience program;
- Digital Transformation initiative;
- Leadership Development Program;
- Management Development Program;
- Continuous Improvement program;
- product-development workshop;
- service-design workshop;
- cross-functional innovation sprint;
- customized training-and-consultancy engagement.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

AVAILABLE PROGRAM FORMATS

Half-Day Design Thinking Essentials

Exactly two modules:

Module 1 — Understand and Define

Design Thinking fundamentals, users, empathy, interviews, observations, journey mapping, insight synthesis, and problem framing.

Module 2 — Ideate, Prototype, and Test

Idea generation, concept selection, assumptions, rapid prototypes, user testing, feedback, and iteration.

One-Day Design Thinking Training

Recommended for the complete:

MSS D.E.S.I.G.N.™ Human-Centered Innovation Framework

Discover → Empathize → State → Ideate → Give Form → Navigate

Two-Day Intensive Design Thinking Workshop

Recommended when the organization wants deeper application involving:

- Actual user research;
- live empathy interviews;
- detailed User Journey Mapping;
- multiple rounds of insight synthesis;
- broad ideation;
- prototype development;
- real or representative user testing;
- iteration;
- concept presentations;
- pilot planning.

DESIGN THINKING DEVELOPMENT SERIES

The program may also be expanded into:

1. Design Thinking Fundamentals
2. Human-Centered Research
3. Empathy Interviewing
4. User Journey Mapping
5. Insight Generation
6. Problem Framing
7. Creative Ideation

8. Rapid Prototyping
9. User Testing
10. Service Design
11. Customer Experience Design
12. Employee Experience Design
13. Innovation Management
14. Design Thinking for Digital Transformation

CUSTOMIZATION OPTIONS

This **Design Thinking Course in the Philippines** may be customized using the client's:

- Customer feedback;
- customer complaints;
- Employee Engagement data;
- Employee Experience issues;
- existing customer journeys;
- employee journeys;
- products;
- services;
- processes;
- digital platforms;
- internal systems;
- recurring pain points;
- innovation challenges;
- transformation initiatives;
- actual anonymized user stories.

Where appropriate, MSS Corporation may help the client identify:

One genuine organizational design challenge
that participants work on throughout the training.

This can turn the program from:

Learning Design Thinking

into:

Learning Design Thinking while generating potentially useful solutions to a real organizational challenge.

POSSIBLE POST-TRAINING PERFORMANCE MEASURES

Organizations may evaluate application through measures such as:

- Number of user interviews conducted;
- number of customer or employee insights generated;
- number of assumptions explicitly tested;
- number of ideas generated per challenge;
- prototypes developed;
- user tests completed;
- number of iterations made based on user evidence;
- reduction in rework;
- improvement in adoption;
- customer effort;
- customer satisfaction;
- employee experience measures;
- process completion rate;
- usability;
- solution-development cycle time;
- number of validated concepts moved to pilot;
- percentage of innovation projects involving user research;
- percentage of projects tested before full implementation.

The objective should not simply be:

“Did employees learn the stages of Design Thinking?”

The stronger question is:

“Are employees understanding users better, defining problems more intelligently, testing assumptions earlier, and creating solutions people are more likely to value and use?”

PROFESSIONAL AND METHODOLOGICAL BOUNDARIES

Design Thinking should not become:

Post-it Note Theater.

A room filled with colorful notes does not automatically mean:

Innovation occurred.

The method becomes valuable when participants:

- Gather meaningful evidence;
- understand users;
- challenge assumptions;

- define better problems;
- test ideas;
- learn from feedback.

Similarly:

Empathy is not guessing what users feel.

Empathy should be strengthened through:

- Listening;
- observation;
- interaction;
- evidence.

And:

Testing does not mean asking users whether they “like” an idea.

Strong testing examines:

What people actually understand, do, struggle with, and value.

FREQUENTLY ASKED QUESTIONS

What is Design Thinking Training in the Philippines?

Design Thinking Training in the Philippines teaches participants a practical human-centered approach for understanding users, identifying needs, framing problems, generating ideas, prototyping solutions, testing concepts, and improving them through feedback.

What is Design Thinking Workshop in the Philippines?

A **Design Thinking Workshop in the Philippines** is a highly interactive learning experience where participants apply human-centered tools to a real or simulated challenge through empathy, problem framing, ideation, prototyping, testing, and iteration.

What is Workshop on Design Thinking in the Philippines?

A **Workshop on Design Thinking in the Philippines** helps participants move beyond lecture-based learning by actually conducting interviews, mapping experiences, reframing problems, generating solutions, building prototypes, and testing ideas.

What is Design Thinking Program in the Philippines?

A **Design Thinking Program in the Philippines** develops innovation capability through a structured human-centered process that may be delivered as a one-day training, multi-day workshop, innovation academy, or customized organizational intervention.

What is Program on Design Thinking in the Philippines?

A **Program on Design Thinking in the Philippines** equips employees and leaders with practical tools for understanding people, identifying innovation opportunities, experimenting with ideas, and improving solutions before full implementation.

What is Design Thinking Course in the Philippines?

A **Design Thinking Course in the Philippines** develops participants' knowledge and practical application of empathy, user research, problem definition, ideation, prototyping, testing, and iteration.

What is Course on Design Thinking in the Philippines?

A **Course on Design Thinking in the Philippines** provides structured learning in human-centered innovation and helps participants apply Design Thinking tools to business, customer, employee, process, product, or service challenges.

What is Training on Design Thinking in the Philippines?

Training on Design Thinking in the Philippines teaches a systematic yet creative process for understanding users, challenging assumptions, reframing problems, generating possibilities, prototyping solutions, and learning from user feedback.

Is Design Thinking only for designers?

No.

Design Thinking can be used by:

- Managers;
- engineers;
- Human Resources;
- Operations;
- Customer Service;
- Information Technology;
- Marketing;
- Sales;
- Finance;
- Project teams;
- other functions.

Is Design Thinking only for product development?

No.

It can be applied to:

- Products;
- services;
- processes;
- customer experiences;

- employee experiences;
- policies;
- communications;
- digital tools;
- internal services.

Does the training include empathy?

Yes.

Empathy is a major component of the MSS D.E.S.I.G.N.™ Framework.

Does it include customer interviews?

Yes.

Participants learn practical empathy-interview techniques.

Does it include User Journey Mapping?

Yes.

Journey Mapping is one of the core experiential tools.

Does it cover personas?

Yes, where useful.

Participants learn to create practical user profiles grounded in meaningful evidence rather than unnecessary fictional detail.

Does it include “How Might We” questions?

Yes.

Participants learn how to translate user insights into open but actionable Design Thinking challenges.

Does it include brainstorming?

Yes, but brainstorming is only one element of the broader ideation phase.

Does it include prototyping?

Yes.

Participants create rapid prototypes.

Do prototypes require software?

No.

Many useful prototypes can be developed using:

- Paper;
- markers;
- role plays;
- storyboards;
- simple mock-ups.

Does it include user testing?

Yes.

Testing and learning from feedback form a major part of Module 4.

Does Design Thinking guarantee successful innovation?

No.

It reduces uncertainty by helping teams learn from users and test important assumptions earlier.

Does Design Thinking replace Project Management?

No.

Design Thinking can help determine:

What should be developed.

Project Management helps organize:

How the validated solution will be delivered.

Does Design Thinking replace Process Improvement?

No.

They can complement each other.

Can this be applied to Customer Experience?

Yes.

Customer Experience is one of the strongest applications.

Can this be applied to Employee Experience?

Yes.

Examples include:

- Recruitment;
- onboarding;
- learning;

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

- performance;
- benefits;
- internal services.

Can Design Thinking help digital transformation?

Yes.

It can help organizations understand user needs and test technology concepts before or during digital-development initiatives.

Is this useful for managers?

Yes.

Managers increasingly need to solve ambiguous, cross-functional, and human-centered problems.

Can actual company challenges be used?

Yes.

This is highly recommended for customized in-house delivery, provided appropriate confidentiality is maintained.

Can actual customers participate in testing?

Potentially yes, subject to the client's arrangements, privacy requirements, permissions, and program design.

Can this be conducted online?

Yes.

Virtual delivery can use digital whiteboards, online interviews, journey maps, idea-generation activities, digital prototypes, breakout rooms, and user-testing simulations.

Is one day enough?

One day provides a strong practical foundation using the complete **MSS D.E.S.I.G.N.™ Human-Centered Innovation Framework**.

Organizations requiring actual field research, multiple rounds of prototype development, or live testing with real users may benefit from a two-day or multi-session intervention.

RELATED MSS CORPORATION TRAINING PROGRAMS

Organizations considering this program may also explore:

- Critical Thinking Training;
- Creative Thinking Training;
- Problem Solving and Decision Making Training;

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

- Root Cause Analysis Training;
- Business Process Improvement Training;
- Continuous Improvement Training;
- Customer Experience Training;
- Customer Centricity Training;
- Innovation Management Training;
- Digital Transformation Training;
- Strategic Thinking Training;
- Project Management Training;
- Change Management Training;
- Agile Project Management Training;
- Workplace Communication Skills Training;
- Artificial Intelligence for Workplace Productivity Training.

WHY CHOOSE MSS CORPORATION FOR DESIGN THINKING TRAINING IN THE PHILIPPINES?

The Program Starts With People—Not Ideas

Participants first understand:

Who experiences the problem and what do they actually need?

before:

What should we build?

Proprietary MSS D.E.S.I.G.N.™ Framework

Participants receive a practical innovation process:

Discover → Empathize → State → Ideate → Give Form → Navigate

Empathy Goes Beyond Assumptions

Participants:

- Observe;
- interview;
- listen;
- synthesize.

They do not simply:

Imagine what users probably feel.

Problems Are Reframed Before Solutions Are Generated

Participants deliberately challenge:

Are we solving the right problem?

Ideation Goes Beyond One Brainstorming Session

The program integrates:

- Divergence;
- convergence;
- independent thinking;
- collaborative concept development.

Groupthink Is Reduced

Participants learn techniques that prevent:

The loudest or most senior person from becoming the team's creativity ceiling.

Prototypes Are Built Quickly

Teams create:

Something testable

rather than endlessly discussing:

Something conceptual.

Feedback Becomes Evidence

Participants learn to:

Observe users

rather than simply ask:

“Do you like our idea?”

Failure Becomes Smaller and Earlier

The philosophy is:

Learn inexpensively before failing expensively.

Testing Leads to Iteration

Participants do not treat the first prototype as:

The answer.

They treat it as:

A question made tangible.

Design Thinking Connects to Implementation

The program shows how validated concepts may transition into:

- Project Management;
- Process Improvement;
- Change Management;
- digital development;
- piloting.

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
Quezon Avenue Brgy. San Isidro, Angono, Rizal



(02) 7255 5568



0995 846 2495 | 0917 123 1017



info@mssccorporation.com.ph



www.MSSCorporation.com.ph

EnterTRAINment Methodology

Participants:

Observe → Interview → Map → Synthesize → Reframe → Ideate → Prototype → Test → Improve
rather than simply memorizing Design Thinking terminology.

CALL TO ACTION

Great Innovation Does Not Begin With a Great Idea. It Begins With a Meaningful Human Need.

Equip your employees, supervisors, managers, innovators, Customer Experience teams, Human Resources professionals, Operations personnel, Information Technology teams, Project Managers, product teams, and cross-functional groups to understand users more deeply, challenge assumptions, define better problems, generate stronger possibilities, prototype rapidly, test ideas before committing major resources, and continuously improve solutions based on real feedback.

Partner with MSS Corporation for a customized:

- **Design Thinking Training in the Philippines**
- **Design Thinking Workshop in the Philippines**
- **Workshop on Design Thinking in the Philippines**
- **Design Thinking Program in the Philippines**
- **Program on Design Thinking in the Philippines**
- **Design Thinking Course in the Philippines**
- **Course on Design Thinking in the Philippines**
- **Training on Design Thinking in the Philippines**

designed around your organization's actual customers, employees, processes, products, services, digital initiatives, innovation priorities, user pain points, and transformation challenges.

D.E.S.I.G.N.™ — DON'T ASSUME WHAT PEOPLE NEED. DISCOVER IT.

Discover the user. Empathize deeply. State the right problem. Ideate broadly. Give ideas form. Navigate testing and iteration.

DESIGN WITH PEOPLE. SOLVE WHAT MATTERS.

With MSS, We Make Strong Success.