

ARE YOU SOLVING THE RIGHT PROBLEM?

What is *DX Workshop*?

Disruptive eXperience (DX) Workshop combines design thinking and service design into 3 days of fun, wild ideas and intensive focus on the users. It is designed to support government agencies in pinpointing the right problem, discovering citizens unmet needs and developing ideas. Participants will be equipped with tools to empathise with citizens, synthesise data from multiple sources and develop prototypes.

DX Workshop Benefits

Combining People, Business and Technology, DX Workshop:

- *De-risks Projects*
- *Solves Real Problems*
- *Encourages Disruptive Mindsets*
- *Work on Customer's Real Issues*

DX Workshop Objectives

Participants will be equipped with skills and tools to pinpoint the right problem and design citizen-centric solutions by synthesising data from multiple sources. Upon completion of the sessions, participants will be able to:

- *Empathise with citizens through personas, journey mapping and storytelling*
- *Discover unmet needs through human-centred research and synthesising data from multiple sources*
- *Explore solutions through creative ideation and rapid prototyping*
- *Materialise ideas through user testing and service blueprint*