

AI-Driven Business Breakthroughs with Design Thinking

裝備未來 FutureSkills

Accelerate Innovation. Deliver Measurable Results.

A practical workshop on **identifying pain points, integrating Generative AI** into innovation frameworks, and rapidly **prototyping AI solutions**—turning potential into measurable outcomes.

Duration

6 hours

Language

Cantonese (supplemented with English terminology and handouts)

Course fee

Depends on number of participants, duration, venue and course content

Course Objectives

- **Identify high-impact business pain points** where Generative AI can integrate with Design Thinking to drive efficiency and innovation
- **Optimise Design Thinking processes** using AI to reduce time-to-insight and enhance prototyping fidelity
- **Fine-tune user journeys with AI-derived insights** to create personalised, adoption-boosting experiences
- **Apply the Design Thinking framework** combined with AI-enhanced prototyping to define and develop practical AI solutions for business
- **Define the measurable business value of AI solutions** using success metrics

Enquiry / Enrolment

Please contact our consultant for programme arrangement:

Ms Becky YU | Senior Consultant, HKPC Academy
+852 2788 5029 | beckyyu@hkpc.org

Course Outline

1. Identifying Opportunities: Introduction to AI Integration Strategies

- AI concepts & skills recap
- Design Thinking basics and benefits

2. The AI-Enhanced Design Process: Optimising Empathy & Define Stages

- Group discussion on current workflows and pain points
- Define problem statement with AI research

3. Fine-Tuning User Journey Experiences with AI Insights

- Map and refine user journeys
- Group ideation on personalisation
- AI Tools for real-time insight generation from user data

4. Leading through building – Designing AI Solutions & Validation

- Produce a prototype outcome, plan validation steps
- Output: Stakeholder-ready mock-ups (visuals, presentation, or short video)
- Activities: Teams create AI-generated images, presentation slides, or short co-created video to convey the concept and value proposition

5. Turning AI Solutions into Measurable Business Value

- Group sharing session
- Metrix for evaluating the solutions
- Measurable indicators that show whether an AI solution is effective, delivers business value, and is safe/reliable

6. Practical Application & Wrap-Up: Mini-Project Synthesis

Target Audience

This course is designed for **anyone looking to drive AI transformation, champion change, integrate AI into their organisation.**

It also suitable for **managerial executives, developers, and professionals across all functions who want to turn AI potential into actionable results.**