

AI-Driven Business Breakthroughs with Design Thinking

Image created by Generative AI



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.

After training, companies may opt for a free 30-min consultation with our trainer to discuss their specific AI opportunities.

Course code	10018951-18
Date and time	18 Nov 2026 (Wed) 09:30– 17:30
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK\$3,000/ HK\$2,700* *Group discount for 2 or more
Remarks	- A basic understanding of Generative AI is required. - Participants are advised to bring their own laptops.

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

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

- **Group discussion on** current workflows and pain points
- **Discover challenge and user pain points with design research**

3. Defining User Journey Experiences with AI Insights

- Define problem statement with AI research
- Map and refine user journeys
- Multiply the findings with AI assistance
- AI for real-time insight generation from user data

4. Leading Through Building – Designing AI Solutions Prototyping

- Produce a prototype outcome, plan validation steps
- Output: Stakeholder-ready mock-ups (visuals, presentation, or short video)
- Activities: Co-create prototype e.g. AI-generated images, solution slides, short video, or AI chatbot to validate and experience the concept

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

- Group sharing and feedback session
- Metrics for evaluating the solutions and business values
- Iterating prototype for continues refinement



Trainer's Profile

Mr. WONG Pan Kit

Kit is a seasoned AI trainer with over 15 years of experience in the digital industry. He specialises in helping organisations harness Generative AI and human-centred design to streamline workflows, boost innovation, and drive measurable efficiency gains through practical digital and AI solutions. He has designed and delivered engaging AI and Generative AI training programmes for diverse audiences across commercial enterprises, government agencies, and NGOs, equipping participants with actionable skills they can apply immediately.

Target Audience

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

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

Award of Certificate

A Certificate of Attendance will be awarded to participants who have completed the course.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: **HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Fannie KWOK).** Please indicate the course name and course code on the **back of the cheque and envelope.** OR
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
Office hours: Monday to Friday 09: 00 - 18: 00



<http://u.hkpc.org/bFv>