## Course overview

<table>
<thead>
<tr>
<th>Total price</th>
<th>Corporate Rate - please contact us for details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration</td>
<td>Total 12 hours</td>
</tr>
<tr>
<td>Schedule</td>
<td>12 hour sessions (choose your own schedule)</td>
</tr>
<tr>
<td>Type of class</td>
<td>In-person world class workshops</td>
</tr>
<tr>
<td>Level</td>
<td>Intermediate</td>
</tr>
<tr>
<td>Language</td>
<td>English (Thai also available)</td>
</tr>
<tr>
<td>Class size</td>
<td>Maximum 20 students</td>
</tr>
<tr>
<td>Software</td>
<td>Google sprint 2.0 framework</td>
</tr>
<tr>
<td>Topics</td>
<td>User journey mapping, create focused result orientated sprints, Run effective target audience interviews, Improved decision-making process, Tools to frame complicated and complex business problems, Better understanding on how to empathize with your users, Quickly validate test functional prototypes</td>
</tr>
<tr>
<td>How to apply</td>
<td>Email <a href="mailto:info@webcoursesbangkok.com">info@webcoursesbangkok.com</a> to find out the next available course date.</td>
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</table>
"...there is nowhere else to find teachers who have inspired me so much..."

Peerapat Liao Ball, Facebook
Design sprints help your teams solve problems better.

Your teams will learn how to run design sprints that cultivate innovative solutions and validate products and services with target audiences.

We understand your company’s capabilities, needs and goals in detail. We run a free "learning goals" workshop to understand your business and industry; uncover your teams’ aims and expectations; and get familiar with your workflows and your teams’ capabilities. If you have a specific project in mind, then let us know!

We build a customised workshop together based on your needs. We provide a "learning outcomes" recommendation specific to your needs and build a customised workshop, which can truly benefit your teams to perform more effectively towards your desired goals.

We provide tailored, hands-on team-based training to deliver actionable results. We tailor make the workshop with worksheets, examples and case studies addressing your project so that your teams are already working on solutions to deliver results benefiting your business in the future.

We provide online support for up to 1 month and options for additional consultancy. We believe in building long-lasting relationships -- and friendships -- which is why we offer exclusive online support for up to 1 month after the workshop is completed and more options for consultancy to help your teams excel even further.
You have a working prototype to test with your prospects.
See how teams enjoy solving bigger problems using these amazing tools.

- Learn how to run design sprints that cultivate innovative solutions and validate products and services with target audiences.
- Innovate better, implement design thinking at their core and answer critical business questions.
- Go through 5 different ideation techniques and step-by-step methods for empathising with your customers like Lightning Demos, Sketching, User Story Mapping, Prototyping and Customer Interviews.

We believe your success is our success
"Our instructors are industry experts who have a wide range of professional experience, and up-to-date knowledge of software and workplace practices.

Turn theory into knowledge as you learn to run design sprints that cultivate innovative solutions. Our aim is to support your learning goals with hands-on industry training, career advice, and ongoing support and guidance.

Our classes are intentionally designed to be interactive and practical, so that you feel confident to share ideas as well as independently create your own designs.

You will receive additional resources such as class projects, worksheets, and online help, so you always feel supported and encouraged as you learn.

Our courses are constantly reevaluated and developed to give students the most relevant, up-to-date knowledge and skills. We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally."
## Course outline

### Day 1

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td></td>
<td><strong>Design Sprints</strong></td>
</tr>
<tr>
<td>Design Sprints</td>
<td>What is a Design Sprint</td>
<td>Learn the concept of “design sprints” and how they are used to cultivate innovation and validate products with target audiences.</td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td></td>
<td><strong>Problem and solution</strong></td>
</tr>
<tr>
<td>Problem and solution</td>
<td>Defining problems and sketching solutions</td>
<td>Following the design sprint framework, teams split up and dive right into the first step of the process of defining problems.</td>
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</table>

### Day 2

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td></td>
<td><strong>Storyboards and prototypes</strong></td>
</tr>
<tr>
<td>Storyboards and prototypes</td>
<td>Drawing storyboards and building prototypes</td>
<td>Drawing out storyboards and prototypes, which will be put to the test with customers so your teams can see how to move swiftly from idea to prototype and testing.</td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td></td>
<td><strong>User testing and integrating</strong></td>
</tr>
<tr>
<td>User testing and integrating</td>
<td>User testing and integrating design sprints into product development process</td>
<td>Learn how to conduct customer interviews to test and validate the different prototypes in an agile manner so that you can evaluate the success and failure of different solutions.</td>
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Optional Add On

Accessibility design: add 1 day
Ideal for both designers and developers, this 1 day practical workshop will give your teams the tools and processes to make your apps and websites fully accessible. We will cover how to implement both IOS, Android and WCAG accessibility guidelines in a fun and interactive way.

Design Thinking For Teams: add 2 days
A two-day workshop that is customised specifically to help you and your teams figure out how to design better products and services to meet your customers’ needs. Our experienced instructors will explore everything from the research and ideation stage through to building prototypes and product testing.

UX/UI FOR TEAMS: add 2 days
A two-day workshop that is customised specifically for your company’s UX/UI-based project(s) and workflows so your teams truly get the most benefit out of learning about UX/UI; how to identify good vs bad design; and how to use industry leading tool Figma; so that they can quickly apply these learnings to improve your business.

Design Leadership: add 2 days
A workshop ideal for mid- and senior-level managers who want to influence, inspire, and increase their team’s effectiveness. You will be able to better motivate your teams and individuals. We have seen many of the attendees see an increase in the ability to hit KPI’s and a noticeable increase in staff retention.
**Our teaching philosophy**

We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.

<table>
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<tr>
<th><strong>Personalised learning system</strong></th>
<th>We work with your team to encourage learning and growth to happen in a shared and cohesive environment, not only ensuring that every member advances equally but also enhancing team dynamics, engagement and creativity.</th>
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</thead>
<tbody>
<tr>
<td><strong>Practical</strong></td>
<td>Gain more depth using industry-leading tools and programs, enabling better decision making and higher quality execution.</td>
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<tr>
<td><strong>Real-world applications</strong></td>
<td>Our expert instructors are with you every step of the way, providing guidance through problem-solving and sharing valuable real world experiences in order to achieve best-of-breed results.</td>
</tr>
<tr>
<td><strong>Friendly</strong></td>
<td>Our industry expert instructors create a relaxed and friendly atmosphere, so you feel comfortable, have fun, and enjoy participating.</td>
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Personas and target groups

You start the first day with the setting of target groups and personas, goals per target group, customer experience maps and the online and offline touch points.

Sketching and prototyping

The second day you start directly with shaping templates for the most important pages, typically the homepage and product pages.

Testing and planning

On the last day you will do 'minimal lovable product' testing with end users and stakeholders. Eventually you will have a tested design and you can set the priorities for the next sprint.
Payment

Early bird 10% off
Book and pay 30 days in advance and save 10% off your total

Team up for greater discounts
Web Courses Bangkok offers higher discounts to larger groups or teams. Please contact us for more details.

Payment terms
Corporate Rate - please contact us for details
50% deposit to confirm your place and 50% on the first day of the course.

Payment options
• PayPal
• Credit Card (+3% charges)
• Bank transfer
• Monthly installments (with 0% interest)
• Omise (+3.56 % Charges)

Account details
Bank: Kasikorn Bank
Name: Web Consulting Bangkok Co., Ltd.
Branch: Sukhumvit 21
Account number: 611-2-04400-9
SWIFT: KASITHBK

Company details
Address: Web Consulting Bangkok Co., Ltd (Branch 1)
1028/5 1st Floor, Pongamorn Building,
10120 Bangkok, Thailand
Phone: +66 2-6798607,
Direct: +66 95 641 9445

Note: Please make sure you send in your payment receipt. This helps us confirm your payment has been sent. Note that we are not responsible for any transactions fees.
Our graduates go on to have successful careers in web and tech.
We have full time accredited courses by the Ministry of Education Thailand

50+ Courses in graphic design, web design, web development, photography, videography & online marketing
We look forward to adding you to this number

9,000+
Graduates

300,000+
Hours of learning delivered

100+
Privately trained companies
Web Courses Bangkok is located in the heart of Bangkok’s business district and easily accessible by public transport. We’re a few steps from MRT Lumpini station (take exit 1, turn right and follow the signs) and the city’s bustling riverfront and Chinatown are just a 10-15 minute taxi ride from our academy.

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**Address:** 1028/5 1st Floor, Pongamorn Building, 10120 Bangkok, Thailand

Webcoursesbangkok.com