**FOURDIGIT**
SERVICE DESIGN
SCHOOL

# Training Programs

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# 2-DAY "Case Study" BOOTCAMP

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**Maximize learning from FOURDIGIT's actual service design projects in two days.
This is a curriculum for business professionals starting a project.**

## NTT docomo

FOURDIGIT built a new service for NTT docomo, Japan's largest telecommunications company.

How did the project team overcome the challenge with limited time? To ensure rapid and consistent design decision-making, even the structure of the existing project team is evaluated and redesigned. The service, after being launched, quickly acquired many users and won a design award.

## Japan Post Bank

Japan Post Bank is a financial institution that is well trusted by the public in Japan.

We provided a smooth user-friendly experience especially those with low digital literacy, such as the elderly and mothers with young children.
By consolidating various business-side demands with user-centered design, we reduced development and marketing costs, achieving user acquisition results exceeding expectations.

## AEON Wallet

AEON has many customer touch-points of various forms in Japan.

In developing this wallet app, a wide range of operations had to be considered—including supermarkets, convenience stores, and drugstores. From user research, we learned the weaknesses of super-apps and achieved results through strong interface and interaction design—leading to numerous design awards.
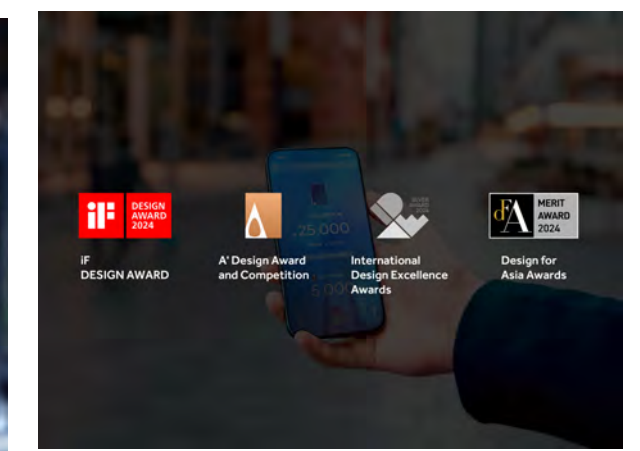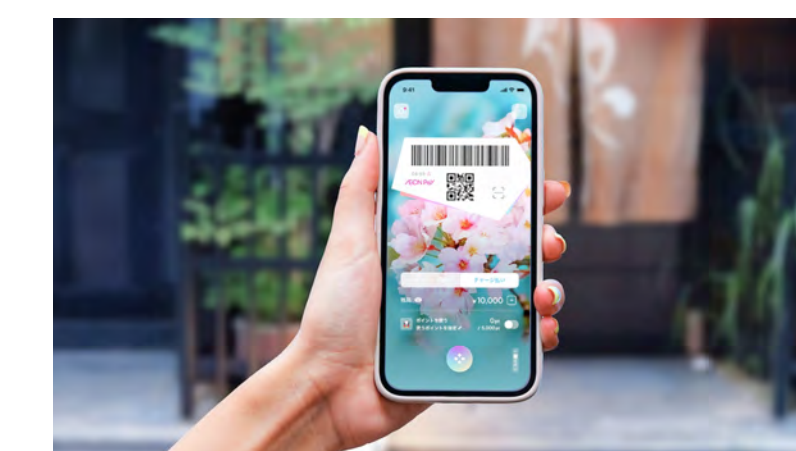
# 2-DAY "Case Study" BOOTCAMP

## DAY-0

Materials to be studied in advance will be provided.

## DAY-1

**10:00 - 19:00**

### An overview of service design

By learning user-centered service design and its connection to business, you will understand how design contributes to business.

We provide active learning through **video materials, instructor explanations, and group discussions.**

## DAY-2

**10:00 - 19:00**

### CASE STUDY

After understanding the big picture and the process, participants will deepen their discussion with the case studies. Through team discussions, the participants will learn about various hurdles and how we overcame them in actual projects.

Participants will create and present a report that summarizes what they have learned and how it can be practically applied.

- 2 days (10:00-19:00)

- 1 hour lunch break

- Location: Your company's space

- Minimum for course opening : 6 persons (maximum at 30)

Please contact us for more details.

" The curriculum is excellent in content, quantity, and the way it is implemented so that it can be sprinted in a few days.

Professor of School of Design, University "
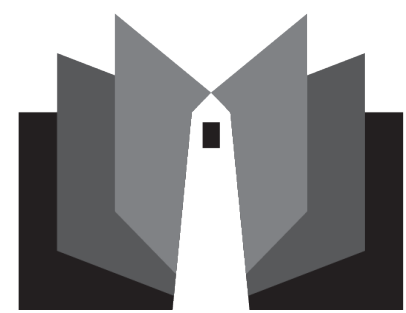
# 2-DAY "Case Study" BOOTCAMP

- **2 days (10:00-19:00)**

- **1 hour lunch break**

- **Location: Your company's space**

- **Minimum for course opening : 6 persons (maximum at 30)**

- **1 Instructor (TH)**

- **1 guide per team**

- **Textbook**

- **Participant report**

- **Report from the implementation and operations side**

Please contact us for more details.

## Expenses

| | |
|---|---|
| Curriculum course fee | 20,000 THB / person |
| Venue setup costs | If necessary |
| Transportation expenses | outside of the greater Bangkok area |

*Additional fees will apply for requests such as venue costs, transportation expenses, additional textbook requests, or implementation reports including photographs.
Please also contact us if you have any requests, such as for joint public relations activities.
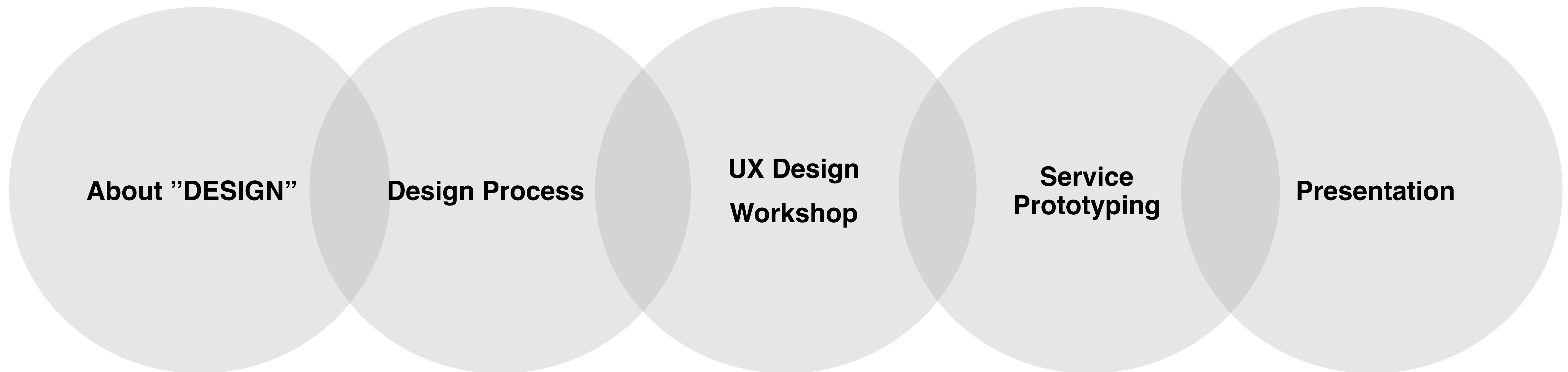
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# 5-DAY "Plus Workshop" BOOTCAMP

# 5-DAY "Plus Workshop" BOOTCAMP

**We will update your understanding and awareness of service design through a full package that includes lecture parts, case studies, hands-on workshops, and presentations.**

About "DESIGN"　　Design Process　　UX Design Workshop　　Service Prototyping　　Presentation

# 5-DAY "Plus Workshop" BOOTCAMP

## DAY-3

10:00 - 19:00

### User problem solving

Participants will understand the user's life, identify challenges, and brainstorm solutions. The goal is to generate as many ideas as possible and broaden possibilities.

The curriculum will be progressed by teams following the instructions of the guide members.

## DAY-4

10:00 - 19:00

### Service and business design

Participants consider the actual service contents and prepare for its execution as a business, considering the given conditions. They will simulate what kind of results the final service idea can achieve as a business.

Real business operations involve various steps, but this curriculum prioritizes providing a simulated experience.

## DAY-5

10:00 - 19:00

### Presentation

Participants will present services created by each team. FOURDIGIT members will provide feedback and ask questions to understand better and enable application of the service design practice to actual projects of the participants.
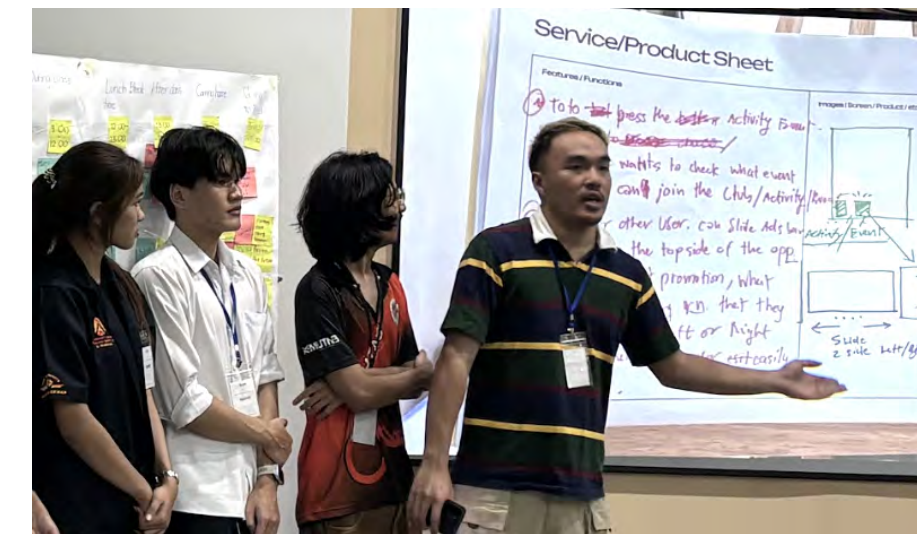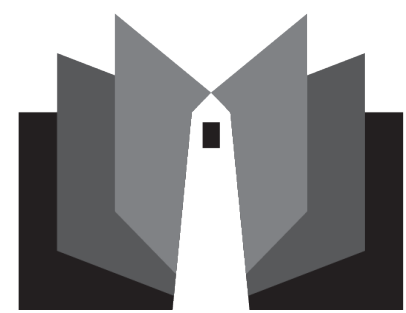
# 5-DAY "Plus Workshop" BOOTCAMP

- 5 days (10:00-19:00)

- 1 hour lunch break

- Location: Your company's space

- Minimum for course opening : 6 persons (maximum at 30)

- 1 Instructor (TH)

- 1 guide per team

- Textbook

- Participant report

- Report from the implementation and operations side

- We recommend that the representative of the company concerned also be present at the presentation.

Please contact us for more details.

## Expenses

| Curriculum course fee | 50,000 THB / person |
|---|---|
| Venue setup costs | If necessary |
| Transportation expenses | outside of the greater Bangkok area |

*Additional fees will apply for requests such as venue costs, transportation expenses, additional textbook requests, or implementation reports including photographs.
Please also contact us if you have any requests, such as for joint public relations activities.
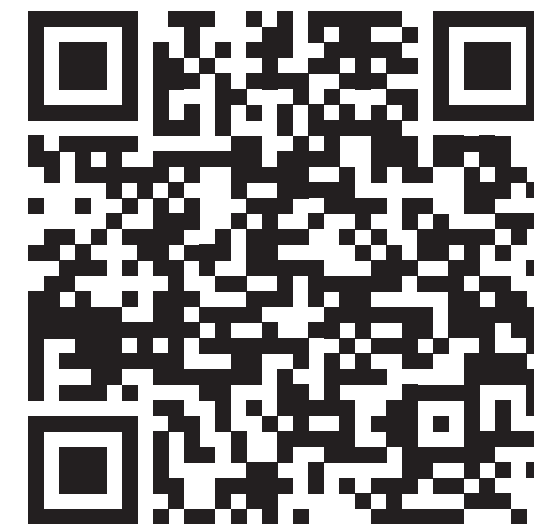
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# Customized Plan

# Customized Plan

We are pleased to customize our services and lesson plans **to meet your company's specific requirements, including the format, capacity, and schedule**. For further information, please feel free to contact us.

## Contact Form

https://4dsd.svy.ooo/ng/answers/BC-contact/

## Contact Us:

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