



DESIGN &
INNOVATION
AGENCY

Design Thinking for Youths

Nurturing a more empathic and creative generation

2024

thinkroom.sg

About Thinkroom



Felix Fong
Chief Executive



Justin Tan
Creative Director

We are designers who own and run a **professional design agency** in Singapore. Worked various design and campaign projects in Singapore and the region.

Our motto is '**Do Good With Design.**'

Teaching Design Thinking to youths since **2015**.

Thinkroom has engaged with over

1000 Youths

People we have worked with:



NetLinkTrust

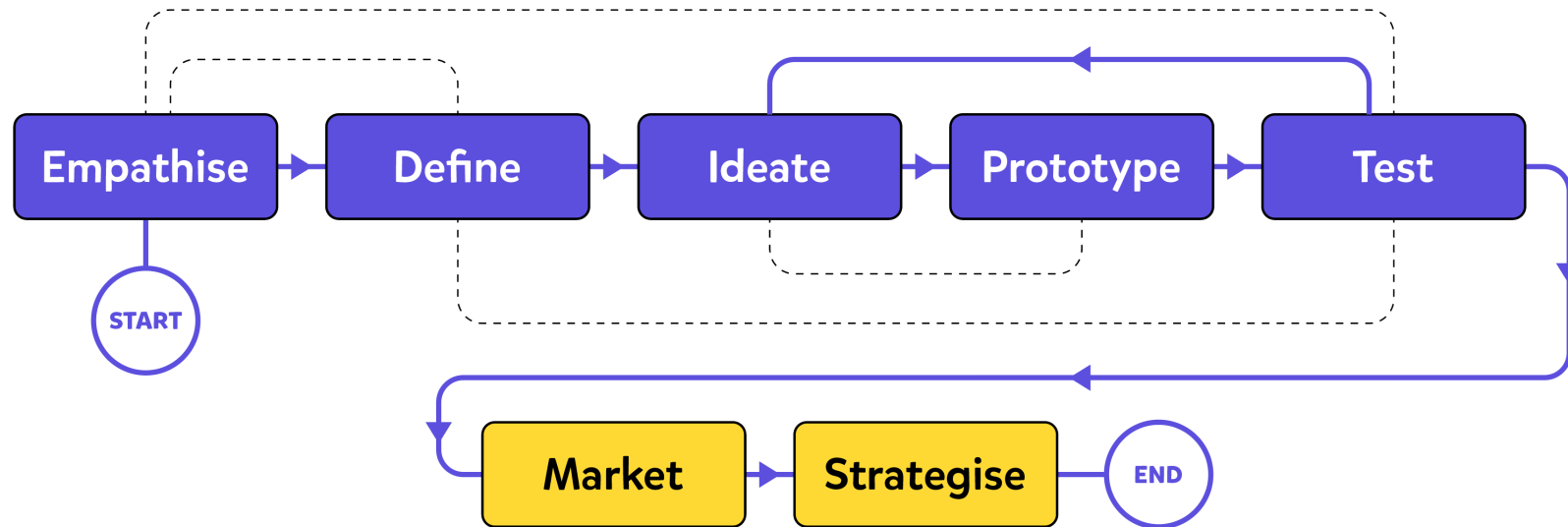
youthMBA
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Glyph



Our Approach – Steps of Innovation (*prev. 6 Steps*)

Bringing students from **Design Thinking** to **Design Doing**



Students will experience one cycle of iteration and learn how to sell and plan long-term for their idea.

Go beyond Prototype and Testing phases

Market – focuses on effective communication

Students learn to understand their audience, create engaging messages, and present ideas confidently. These skills are essential for gaining support and making ideas real.

Strategise – focuses on planning for the future

Your child will think about the sustainability and impact of their ideas, developing strategies for success. This allows them to develop foresight, preparing them for future leadership roles and ensures their ideas are practical.

Why Thinkroom – USP

Main Workshops:

1. Introduction to Design Thinking (2-day Workshop) – **For Students**
2. Introduction to Design Thinking (Workshop) – **For Educators**

Suitable for school levels – Secondary & JC

Workshop Themes Previously Covered:

1. Student Well-being
2. Healthy Living
3. Recycling and the Environment
4. Improving the lifestyle of families
5. Improved mobility with technology
6. Giving back to the community

Overview of Sections Covered (2-day Workshop)

DAY 01:

- Design-a-Gift
- Workshop Theme & Topics
- Interview Structure
- Data Download
- Character Creation
- Idea Creation

DAY 02:

- Prototyping
- Marketing
- Idea Launchpad Canvas
- Presentation

St Andrew's Secondary School workshop for entire Sec 2 cohort



Project Showcase 01 – Pei Hwa Secondary School (Jun 2023)

Improving Inquiry through Guided Formulation (Using Cards)

School's Problem Statement Nurturing Student Lives –

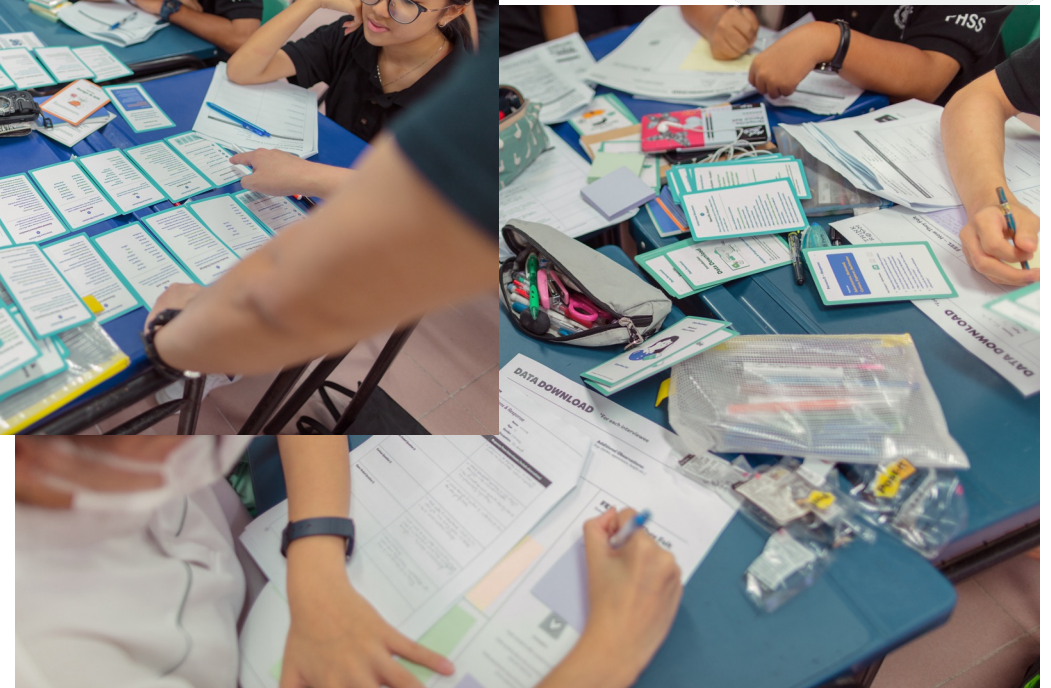
Explore ways to enhance student's quality of life in and outside the classroom

Project Objective

- To allow students to be exposed and apply Design Thinking via a project platform related to school/community improvement
- To allow students to master public speaking skills



Explaining to students how to use the activity cards to mix and match using the sentence formula and list



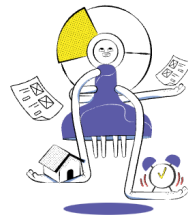
Students were able to transfer richer information to sticky notes because of better questions asked through sentence formulas.

Project Showcase 01 – Pei Hwa Secondary School (Jun 2023)

Results — Comparison of Pre/Post Workshop Survey

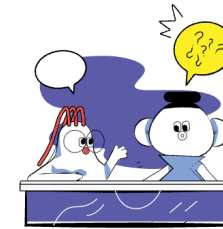
Thinkroom's workshop significantly **increased students' grasp of design thinking, empathy, and creative confidence**, mildly raised interest in design careers, and fostered an appreciation for experimentation and teamwork.

- Nearly **half of the students** appreciated the workshop's **interactive and engaging** nature
- **Half of the students** identified presentations as their proudest moment



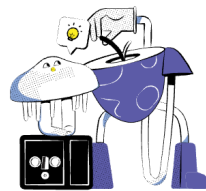
+47%

showed a **47%** increase in **Understanding of Design Thinking**.



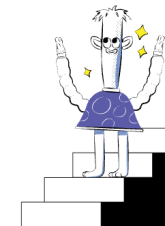
+35%

saw a **35%** rise in the understanding of **Empathy**.



+24%

embraced **Experimentation** by **24%** more.



+49%

boosted their **Creative Confidence** by **49%**.

Project Showcase 02 – YouthMBA (Oct 2018)

Project Objective

The “**Smart Movement**” theme aimed to help students understand and apply design thinking principles in a meaningful way.

Problem Statement

The workshop revolved around the question, “**How can technology improve our mobility in ten years’ time?**”.

Students tackled topics such as making stair climbing easier, walking further without strain, and easily carrying heavy loads.



Student sharing their memorable Thinkroom Design Thinking workshop experience in Singapore with fellow classmates.



Students were excited to share their experience and thoughts from the Young Innovators Workshop. They enjoyed the design thinking process and found the two-days fun and memorable.

Workshop Materials – Facilitation & Documentation

Adventure Cards
(One set per group*)



Worksheet (A4)
(One per student)

Worksheet Poster (A3)
(Five per group*)

Worksheet Poster + Idea Launchpad Canvas (A2)
(One per group*)

***One Group = 5 Students**

Materials also include:

Sticky Notes, Water-based Markers, Masking Tape, Pen, Paper etc.

Our Approach – Workshop Focus

1. Real-World Problem Solving

We tackle real-world problems to show students how their new skills can create real change.

2. Expert Facilitation

Our workshops are led by professional designers who share their real-world expertise.

3. Fast-Paced Interactive Learning

Our fast-paced, interactive workshops promote quick thinking and effective learning.

4. Confidence Building

Our workshops build students' confidence through hands-on problem-solving and presentations.

5. Guided Learning with Failsafe Mechanics

Our guided learning approach uses failsafe mechanics to help students learn from their mistakes and understand each activity's importance.



What Students Say – Testimonials

“The workshop helped me initiate meaningful discussions and solve problems faster. It has been an invaluable learning experience.”

Richie, Pei Hwa Sec

“The workshop boosted my confidence in training and speaking. I will continue revisiting these lessons to improve further.”

Javier, Pei Hwa Sec

“I now think of innovative solutions and see problems from different angles. This workshop has broadened my perspective.”

Aung, Pei Hwa Sec

“The workshop gave me confidence in presenting our group's poster and idea canvas. It has greatly improved my self-confidence.”

Daniel, Pei Hwa Sec

“I learned to answer questions and present without being nervous. This workshop helped me overcome my fear of public speaking.”

Venkatesh, Pei Hwa Sec

“I loved the interactive program! I'll use what I learned to enhance activities during student council sessions”

Nixon, Pei Hwa Sec

“The workshop taught me to apply design thinking to solve life problems and think deeper about issues. It has enhanced my problem-solving skills significantly.

Kai Qian, Pei Hwa Sec

“I enjoyed expressing creativity through character and idea creation. I also learned to work well with new people.”

Zi Xin, Pei Hwa Sec

Workshop Package Example – Introduction to Design Thinking (DT)

RECOMMENDED

Basic Workshop

w/ *existing* themes*

Two Days (8 hrs each) | min. 50 participants

\$ 21,000

An interactive workshop to get students to understand **DT** principles and creative confidence

Line Items

- Project Reporting
- Design Thinking (DT) Consultancy
- Production of Standard Programme Materials
- External Manpower Cost for Facilitation – Senior Speaker/ Facilitator
- External Manpower Cost for Facilitation – Junior Speaker/ Facilitator
- Audit report

NEW

Teacher Workshop

w/ *existing* themes

One Day (6 hrs) | min. 50 participants

\$ 25,300

Learn how to use our method to **conduct your DT class**

Line Items

- Project Reporting
- Design Thinking (DT) Consultancy
- Production of Standard Programme Materials
- External Manpower Cost for Facilitation – Senior Speaker/ Facilitator
- External Manpower Cost for Facilitation – Junior Speaker/ Facilitator
- Audit report
- DT Instructor Starter Kit

Rate Cards

No.	Description of Services	Specifications	Unit of Measure	Price (S\$)	Remarks
1	Project Reporting	Pre/post Surveys and Interim & Final Reports	Per project	2,000.00	o Conduct of Pre/Post Survey o Submission of Interim and Final Report o Submission of documents for audit report
2	Design Thinking (DT) Consultancy	Identification of School Needs and adaptation into programme	Per project	4,000.00	12 Man Hours / Programme Proposal
3	School Process Review	Consultancy services to review school processes	Per report	2,000.00	12 Man hours / Process Recommendation up to 4 pages
4	School Programme Review	Consultancy services to review school programme	Per report	2,000.00	12 Man Hours / Programme Recommendation up to 4 pages
5	Updating of DT Curriculum Materials	Updating of lesson materials for school from existing materials.	Per set	3,000.00	Per 12 Man Hours
6	Designing of new DT Curriculum Materials	Includes: • Syllabus • Lesson Plans • Related resources	Per set	5,000.00	Per 12 Man Hours
7	Production of Standard Programme Materials	Includes: • Printing of lesson materials such as Worksheets / Posters / Charts	Per set	100.00	Up to 5 Work Charts and 1 worksheet/booklet
8	Internal Manpower Cost for Facilitation – Senior Speaker/ Facilitator	Includes: • Main facilitator for programmes • Main presenter for talks	Per facilitator per hour	300.00	
9	Internal Manpower Cost for Facilitation – Junior Speaker/ Facilitator	Includes: • Support roles for programmes	Per facilitator per hour	100.00	
10	External Manpower Cost for Facilitation – Senior Speaker/ Facilitator	Includes: • Main facilitator for programmes • Main presenter for talks	Per facilitator per hour	500.00	
11	External Manpower Cost for Facilitation – Junior Speaker/ Facilitator	Includes: • Support roles for programmes	Per facilitator per hour	200.00	
12	DT Project Mentoring	DT Mentor for specific projects	Per mentor per hour	100.00	
13	Audit report	External audit of actual expenditure by practitioner	Per report	2,000.00	As per Dsg's Requirement
14	Others	DT Instructor Starter Kit	Per unit	10000	Instructor Workshop 6hrs. DT Teaching Materials (Template for WorkChart x 5, Workbook x 1), 5 Sets Adventure Cards

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