

Workshop Design Thinking

From deep insights to rapid prototyping

Changing consumer behavior and technological advancements are rapidly transforming the retail and consumer goods landscape. To meet the changing needs of their customers, it is vital for companies to quickly adapt and develop new products, services, and even business models.

In this workshop, we will apply design thinking to prototype innovative ideas from deep customer insights.



When: Friday, April 27, 2018 from 14:00 to 19:00 (incl. apéro)
Where: McKinsey & Company, Bleicherweg 30, 8002 Zürich
Dress code: Casual
Registration: Please register by April 20, 2018 via
www.mckinsey.com/designthinking

In cooperation with



CONSULTING CLUB
Guiding You to the Top



marketing club