Training or certificate courses

Behavioral research

This training seeks to equip the learner with the required tools to conduct EFFECTIVE primary and secondary research to identify the target segment's needs and requirements. It will also help learners identify appropriate behavioral biases that influence the target segment's decisions.

Duration – 1 week

Contact us to learn more.

Innovative product and service development process

This training intends to provide detailed guidance on how to ideate and design product or service features with an emphasis on generating ideas and rapid prototyping. Through this iterative approach, participants will gain practical insights into the creative process of product or service development.

Duration – 2 to 3 weeks

Contact us to learn more.

M4D
MSC
market insights for innovation & design