

โครงการพัฒนาและผลิตกำลังคนของประเทศ
เพื่อรองรับนโยบายไทยแลนด์ 4.0

หลักสูตรฝึกปฏิบัติการเชิงปฏิสัมพันธ์โต้ตอบแบบเข้มข้น (Interactive Workshop)
การคิดเชิงออกแบบสำหรับเกษตรกรยุคใหม่ (Design Thinking for Agripreneurs)

“คิด
agri especially designed for
preneur

เชิงออกแบบ
design
thinking”

...// in times of turbulence

ปรับเปลี่ยนทัศนกิจ
เปลี่ยนวิธีคิด
สู่นาคต

New Rules
New Realities
The Next New Things

co-created by
International Gastronomy Tourism Centre and
Service Innovation Academy, School of Tourism development
Maejo Agro Food Park, Maejo University

 #MJUiGTC

 School of Tourism
DEVELOPMENT
Success Through Wisdom
Maejo University

 iGTC
INTERNATIONAL
GASTRONOMIC
TOURISM
CONSORTIUM

 MAEJO AGRO - FOOD PARK

interactive workshop

WORKSHOP RESOURCE CENTRE

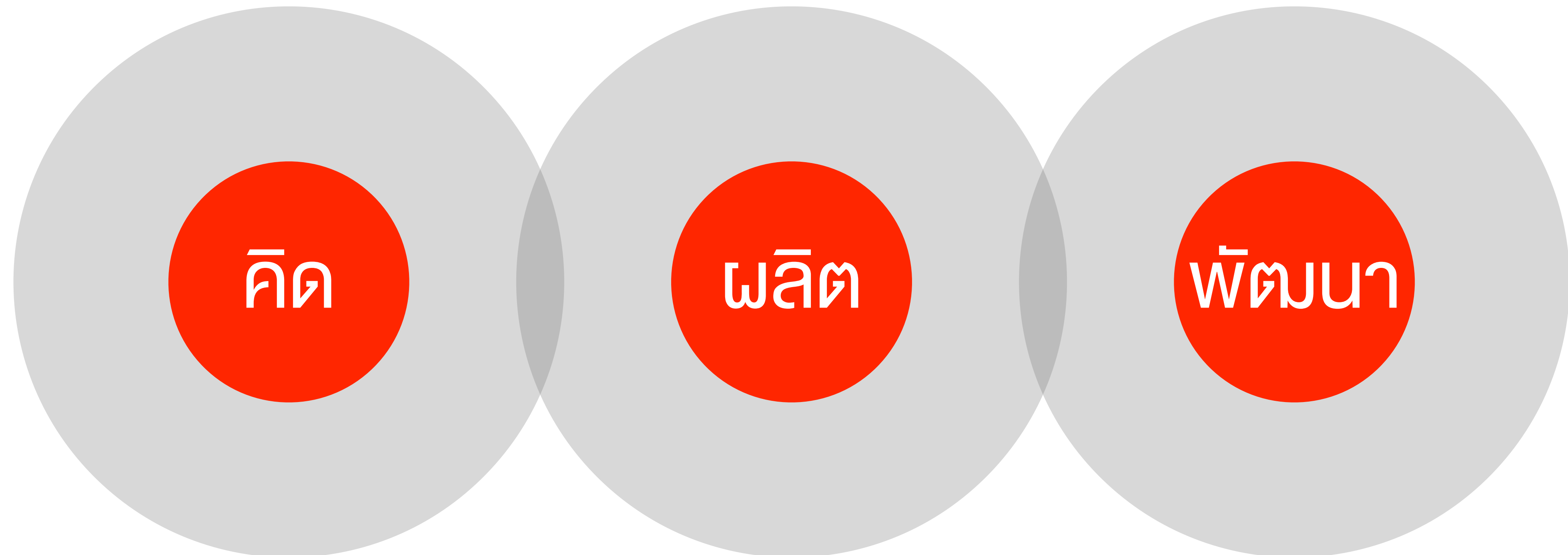
▶ 2025
01 Aug
02 Aug

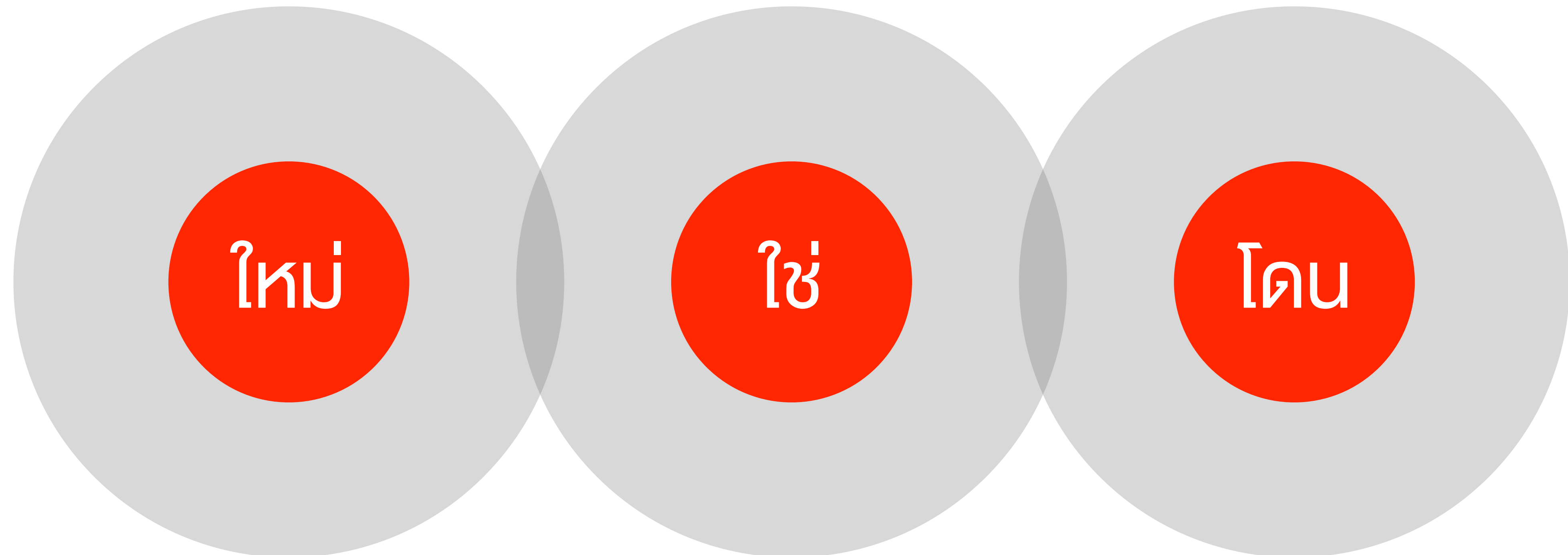


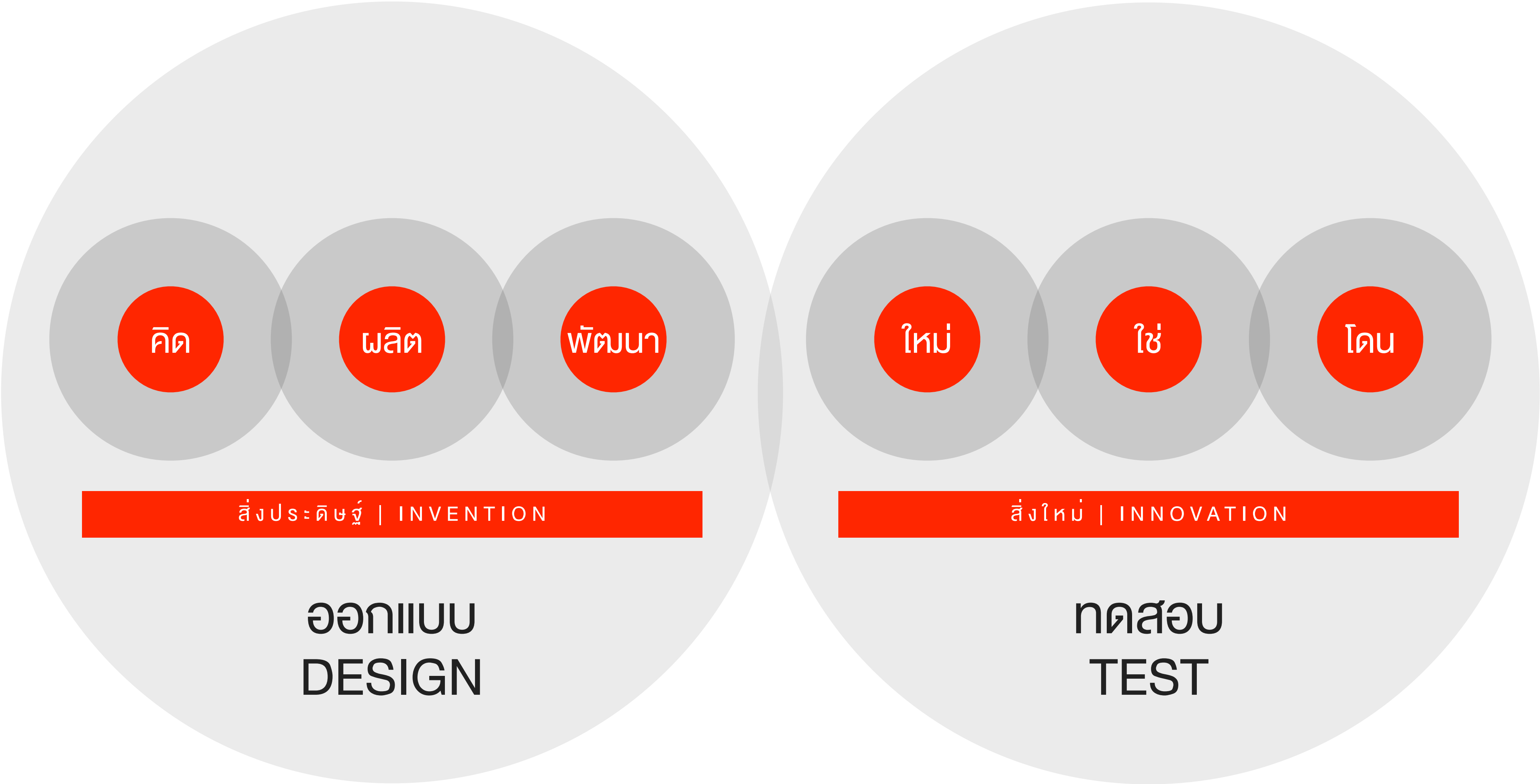
f #MJUiGTC

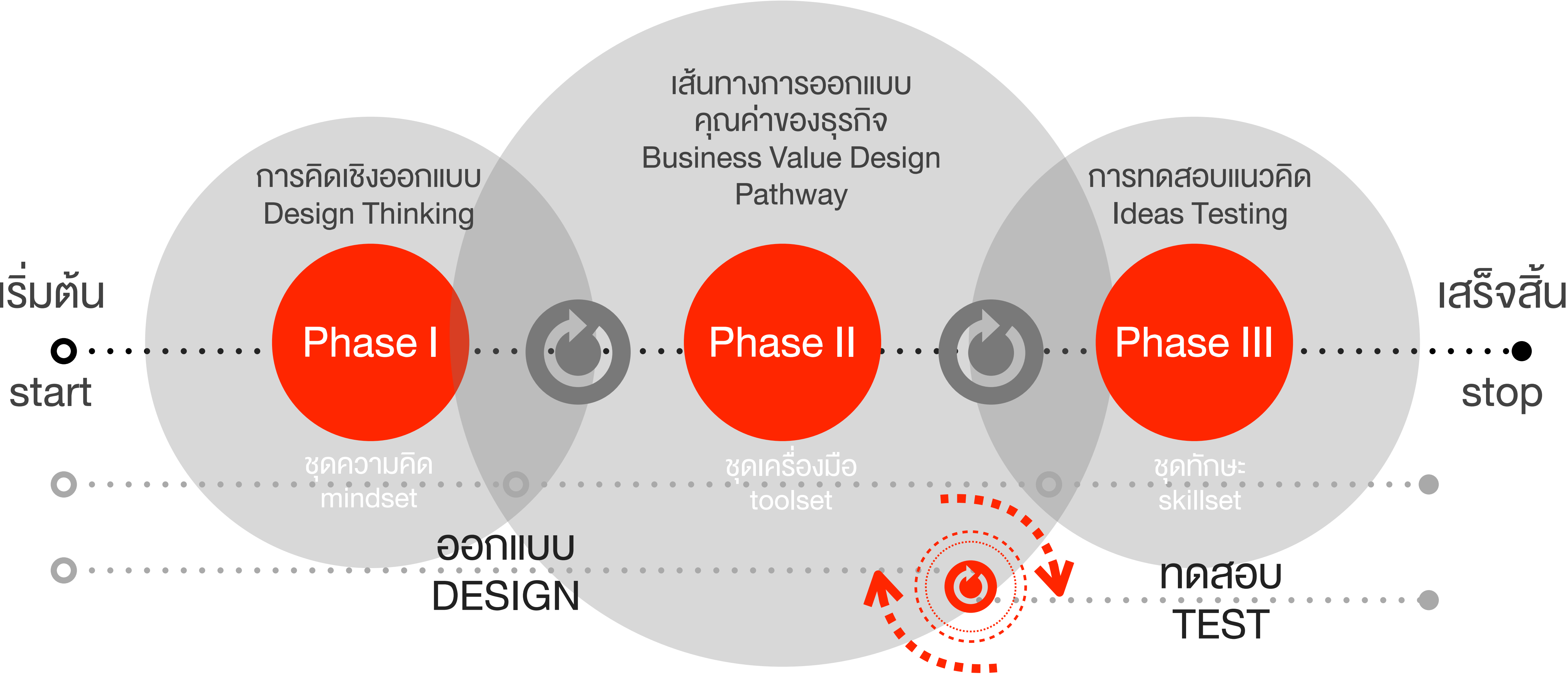


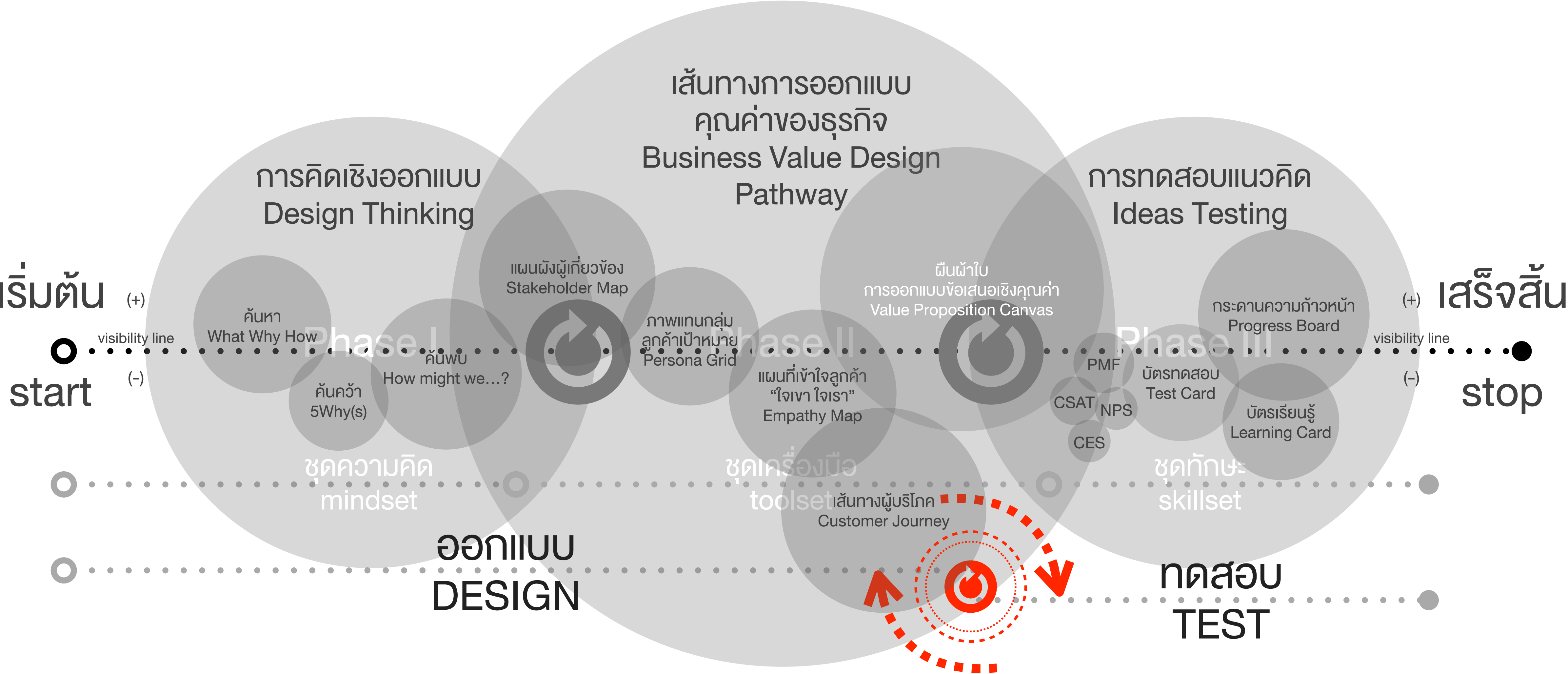
* กิจกรรมร่วมสร้างสรรค์ โดย iGTCx ศูนย์การ
ศึกษาด้านการท่องเที่ยวเชิงศิลปวิทยาการอาหาร

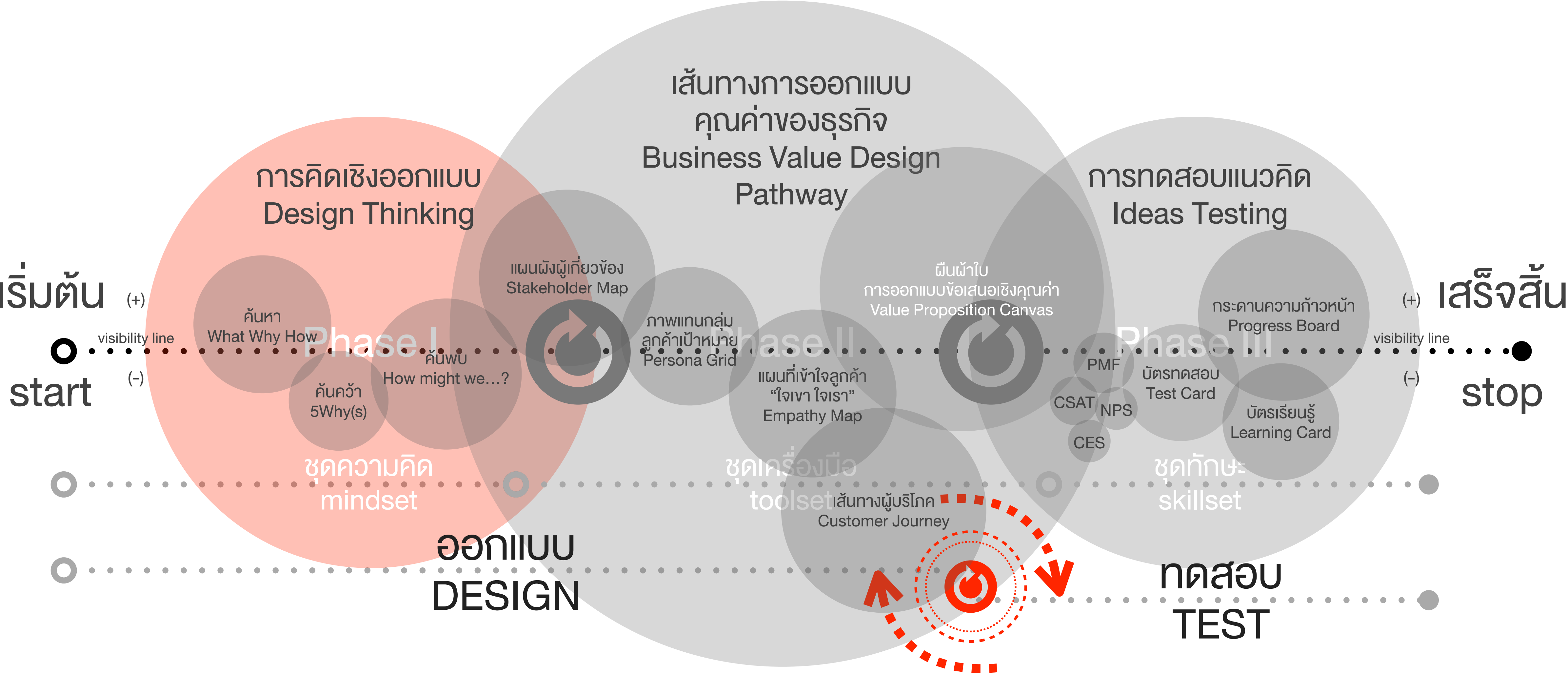


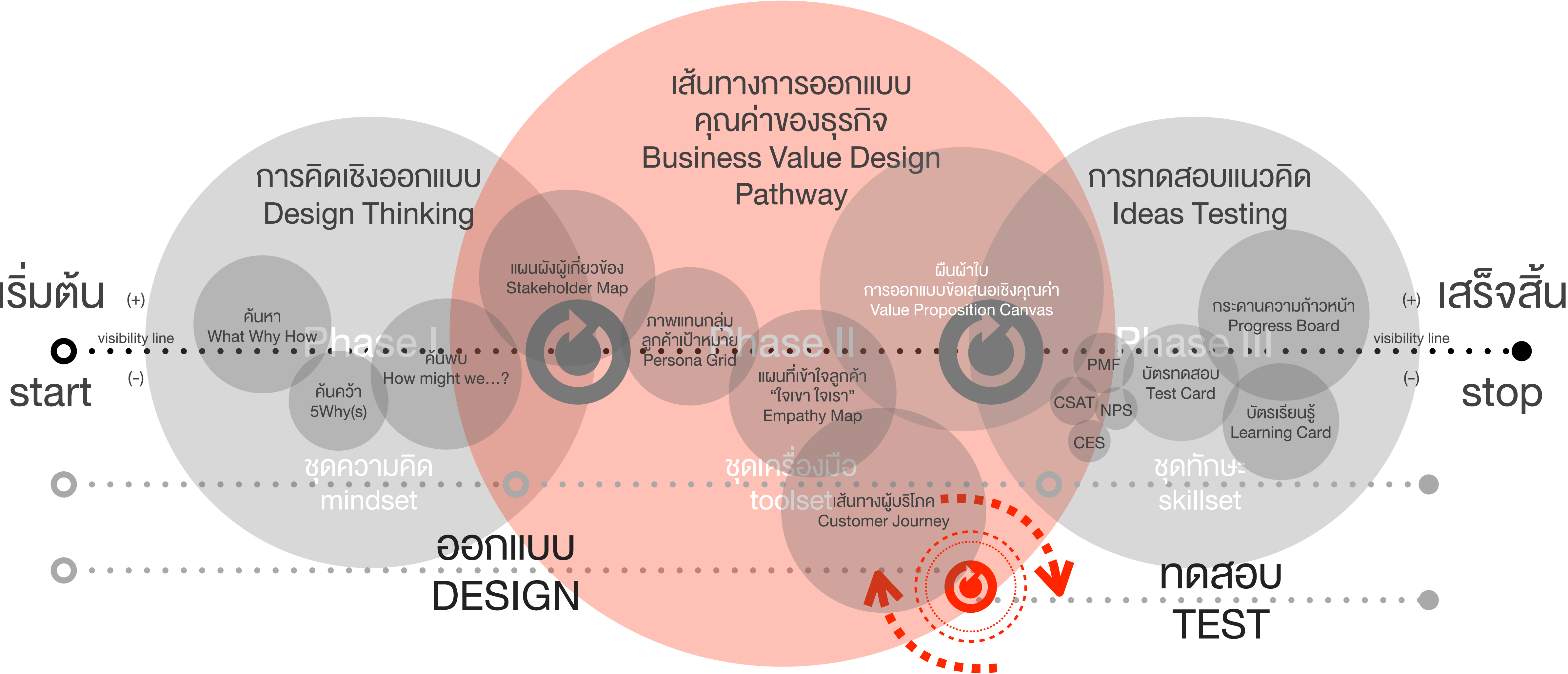


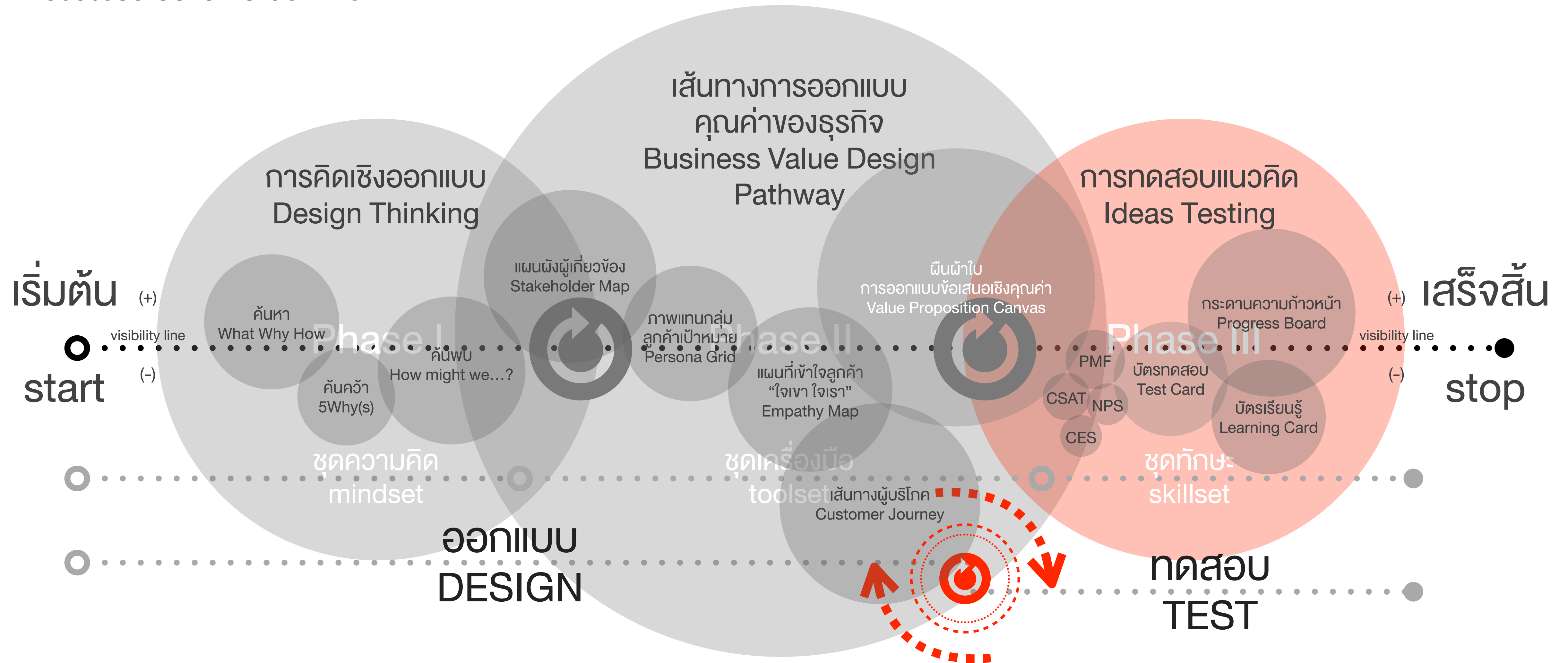


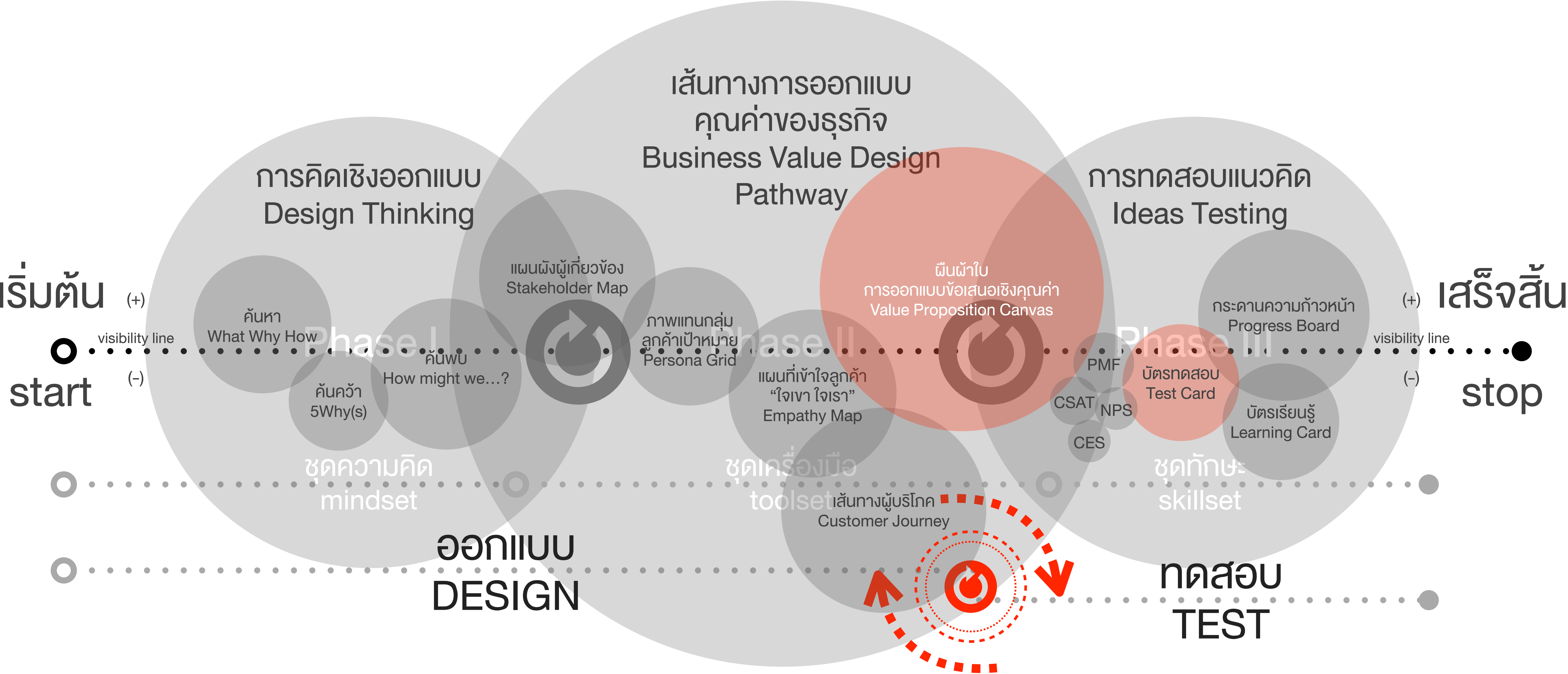


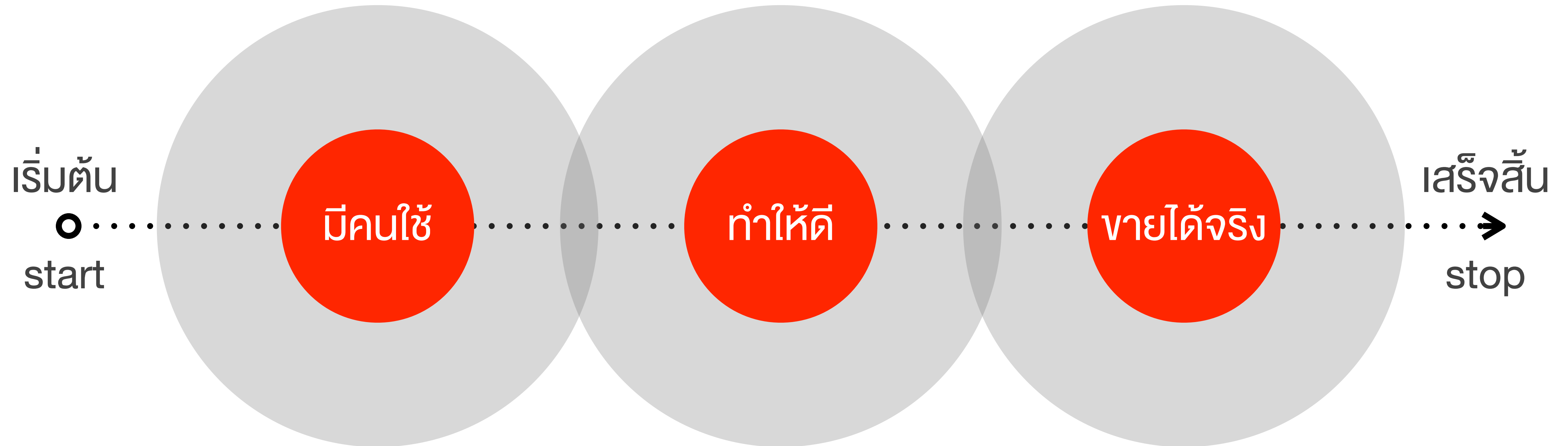




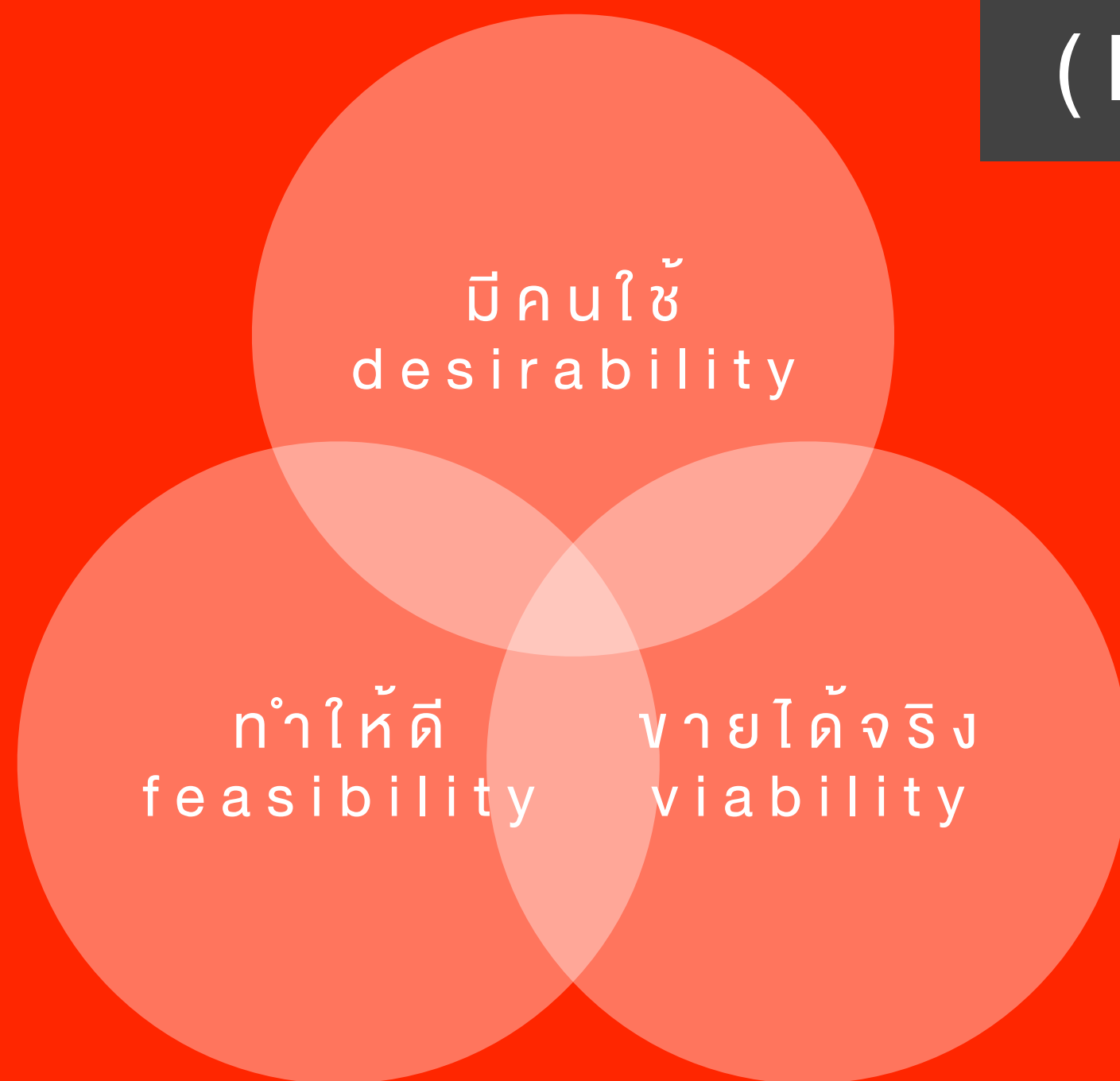






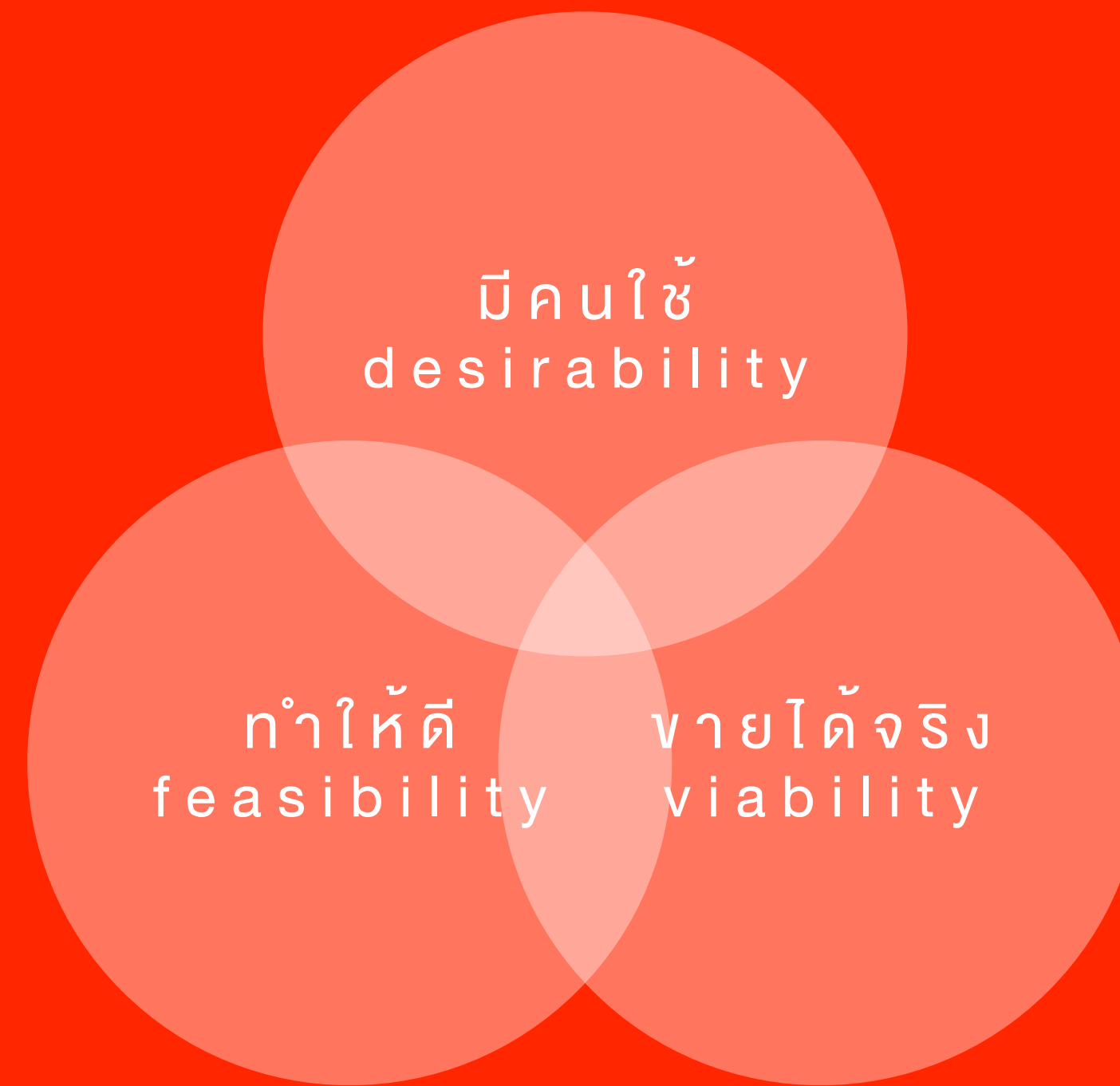


แนวคิดการออกแบบที่มีมนุษย์เป็นศูนย์กลาง (Human Centred Design)

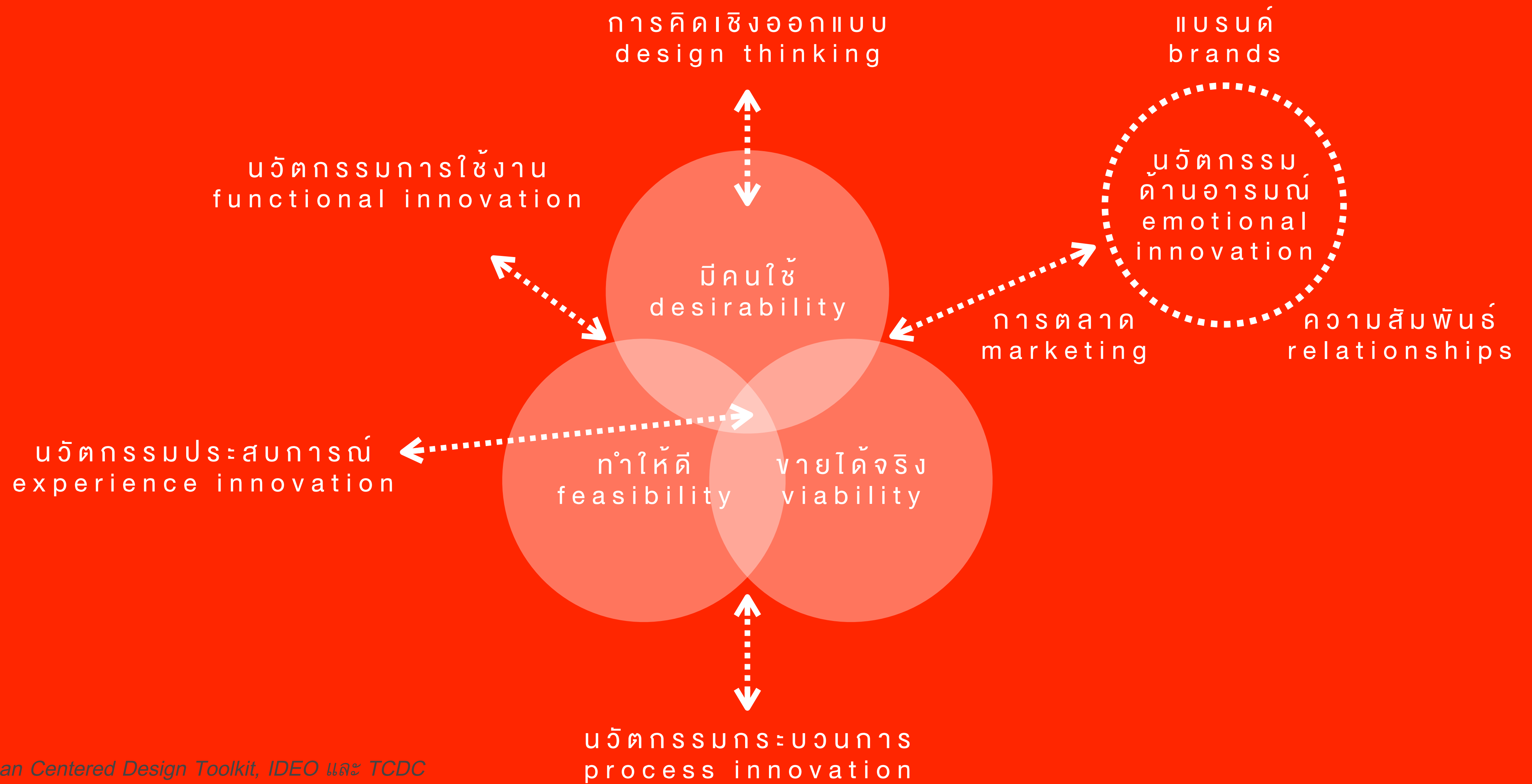


ที่มา: Human Centered Design Toolkit, IDEO

1. ความต้องการของลูกค้า
(Customer Desirability)
2. ความเป็นไปได้ทางเทคโนโลยี
(Technology Feasibility)
3. ความเป็นไปได้ทางธุรกิจ
(Business Viability)



ที่มา: Human Centered Design Toolkit, IDEO



ที่มา: Human Centered Design Toolkit, IDEO และ TCDC

การคิดเชิงออกแบบ
design thinking



มีคนใช้
desirability

ทำให้ดี
feasibility

ขายได้จริง
viability

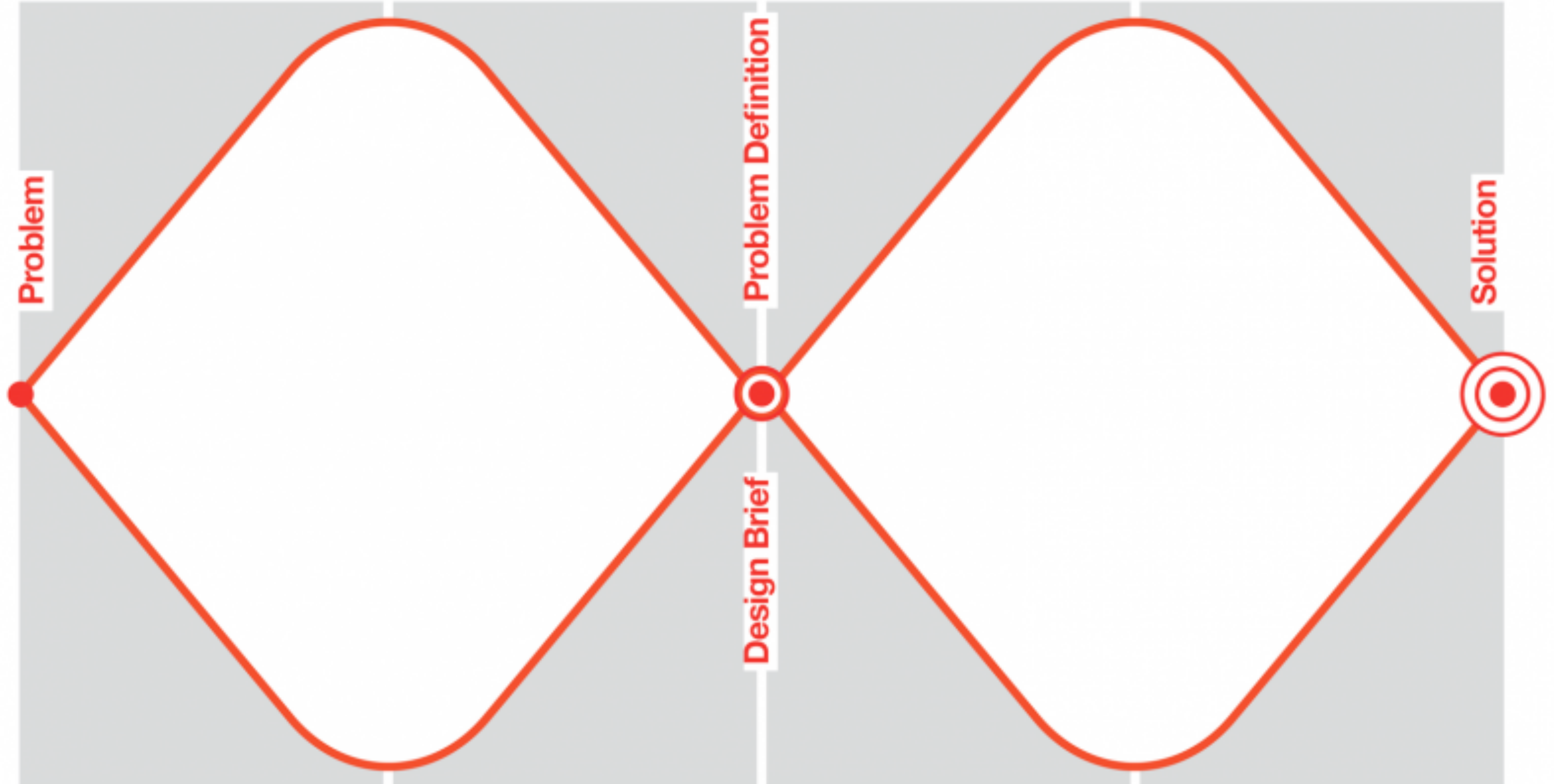
ที่มา: Human Centered Design Toolkit, IDEO

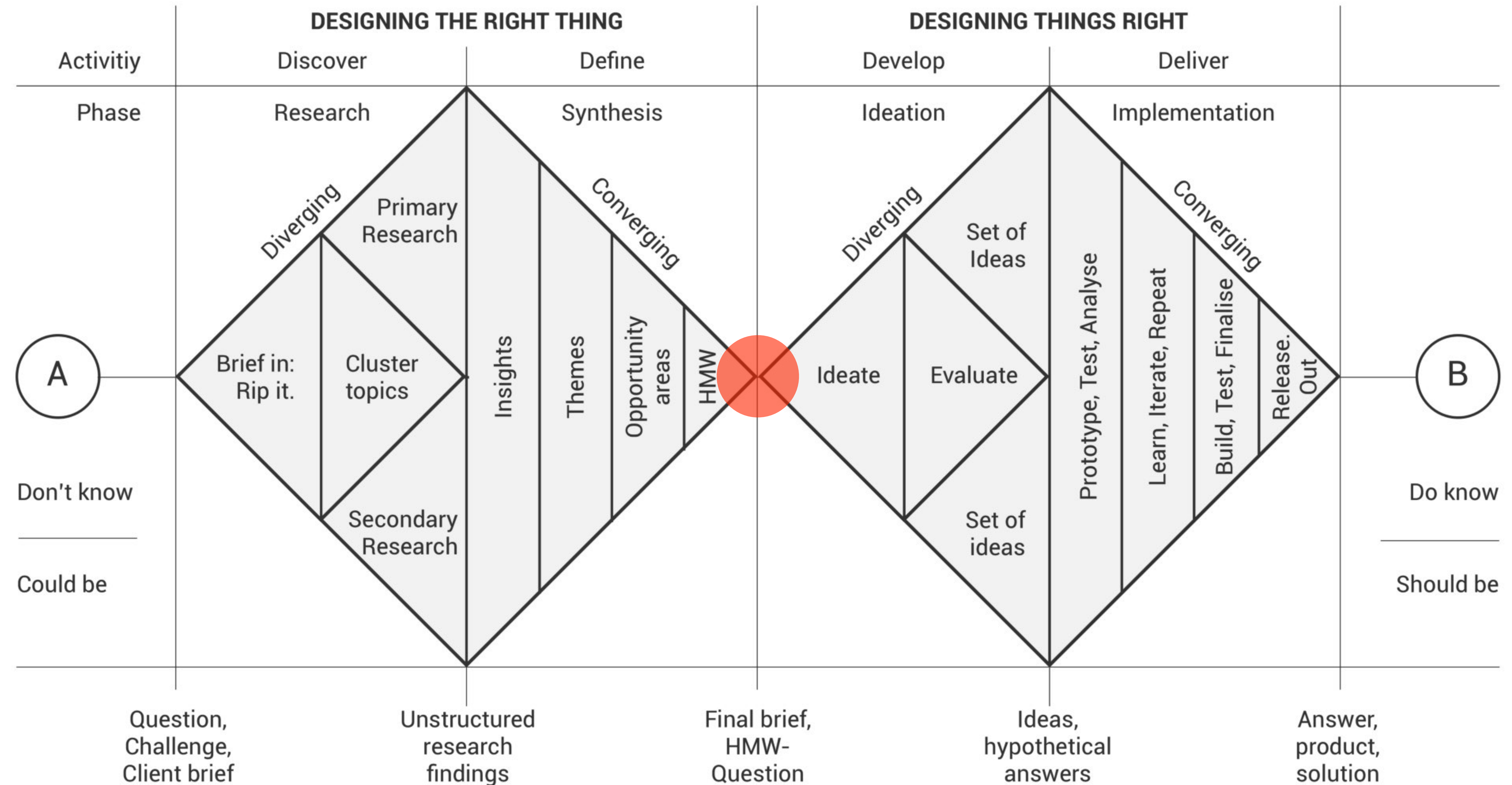
Discover
insight into the problem

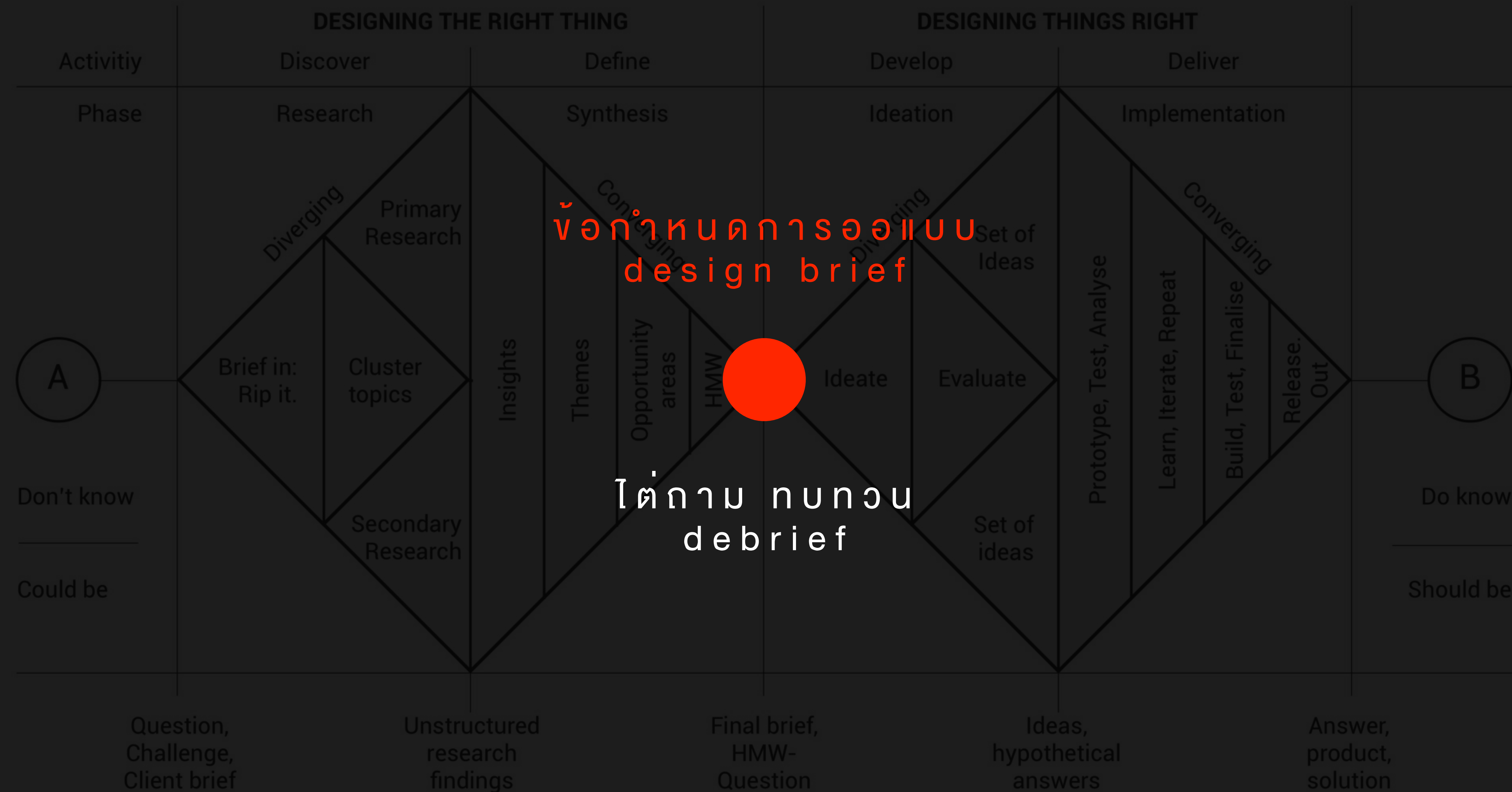
Define
the area to focus upon

Develop
potential solutions

Deliver
solutions that work

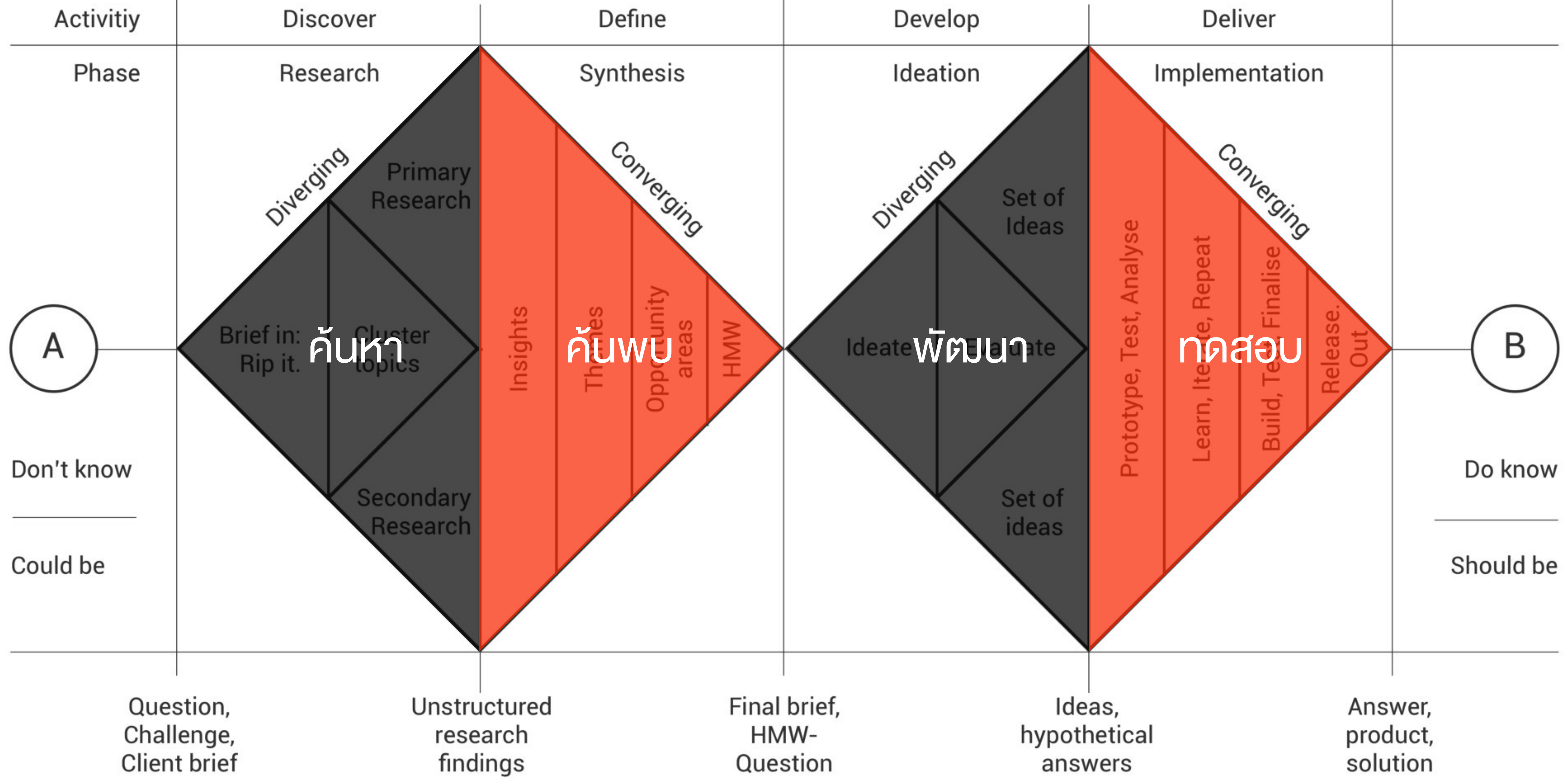


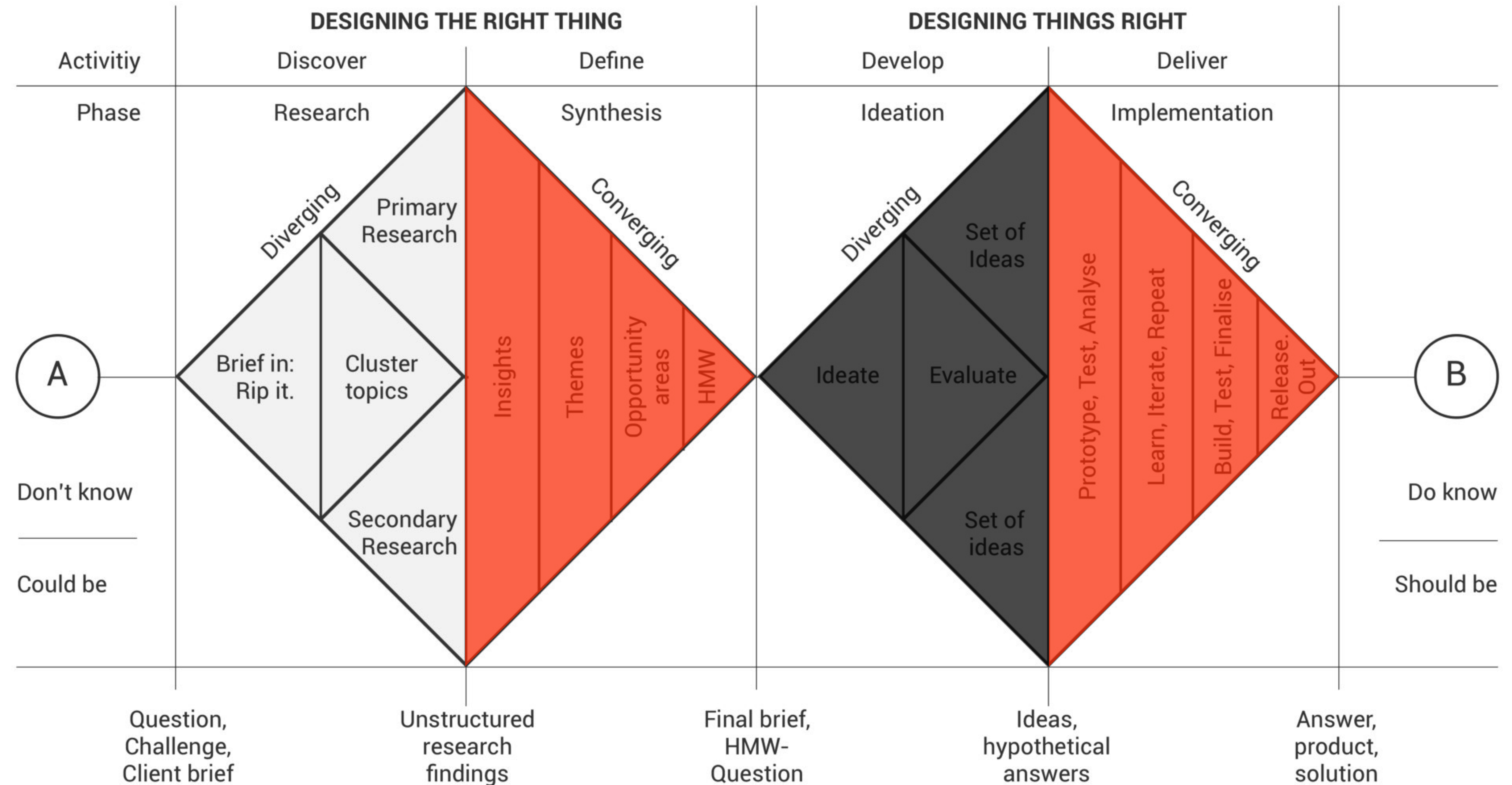




DESIGNING THE RIGHT THING

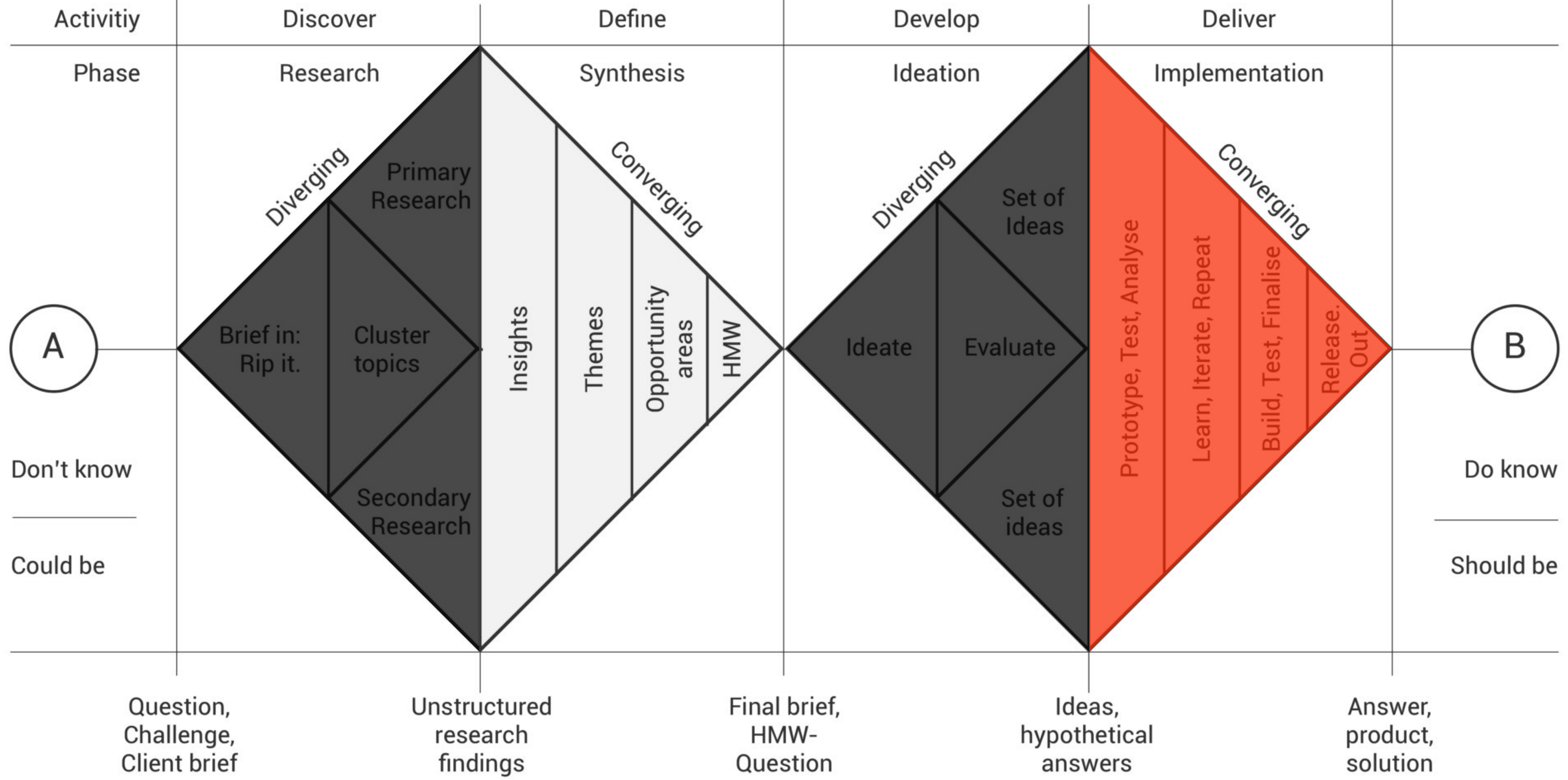
DESIGNING THINGS RIGHT





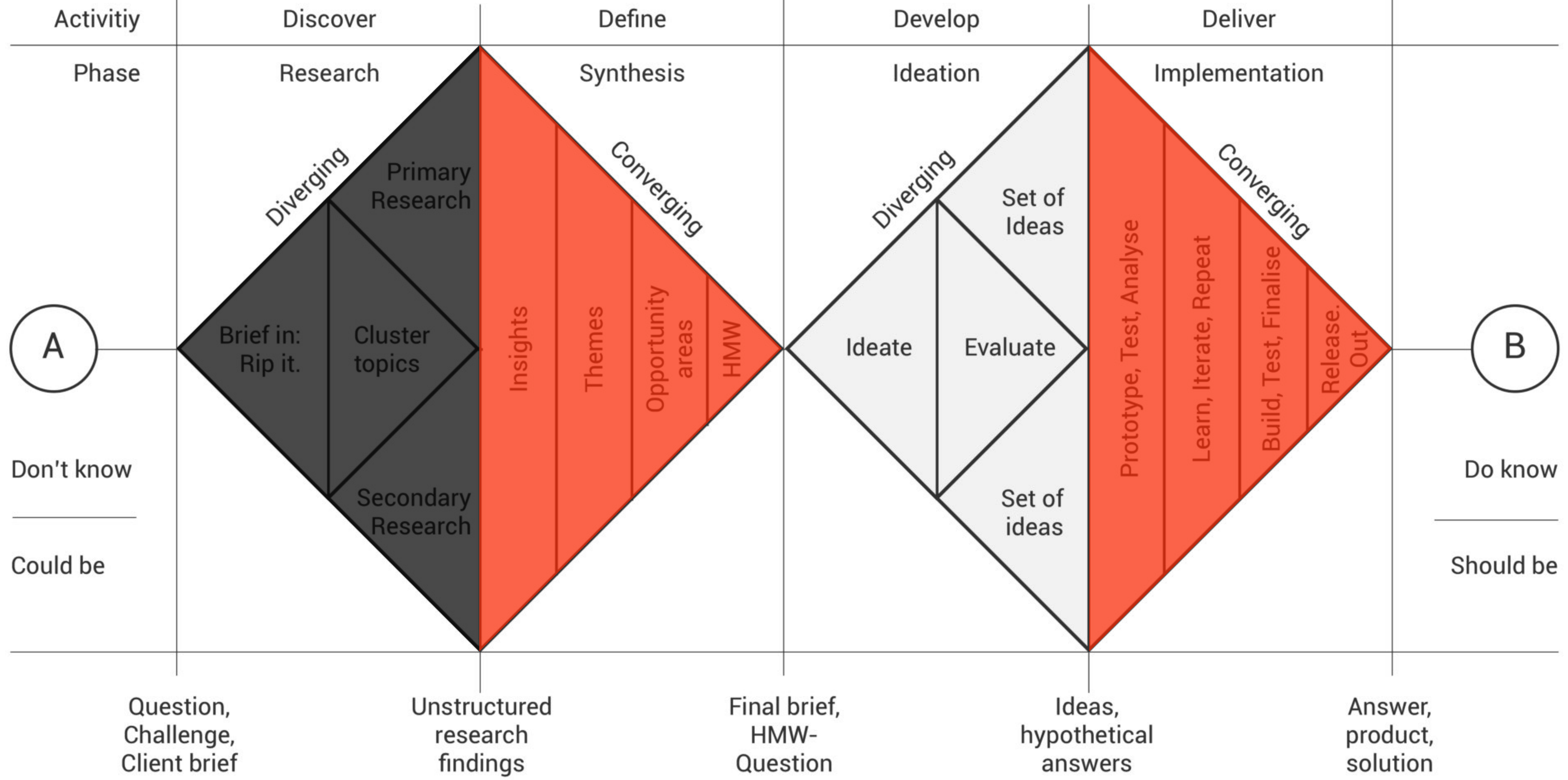
DESIGNING THE RIGHT THING

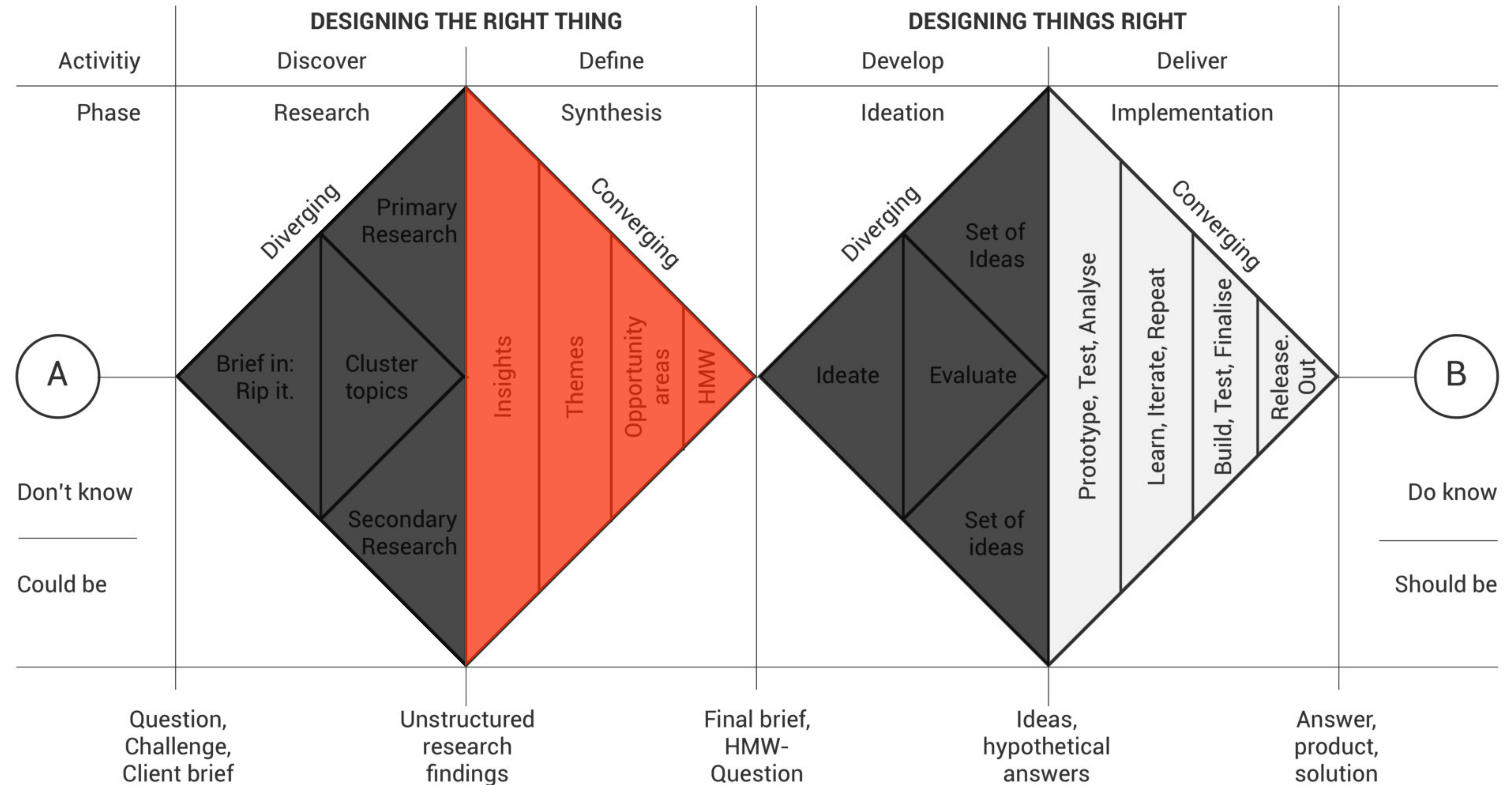
DESIGNING THINGS RIGHT



DESIGNING THE RIGHT THING

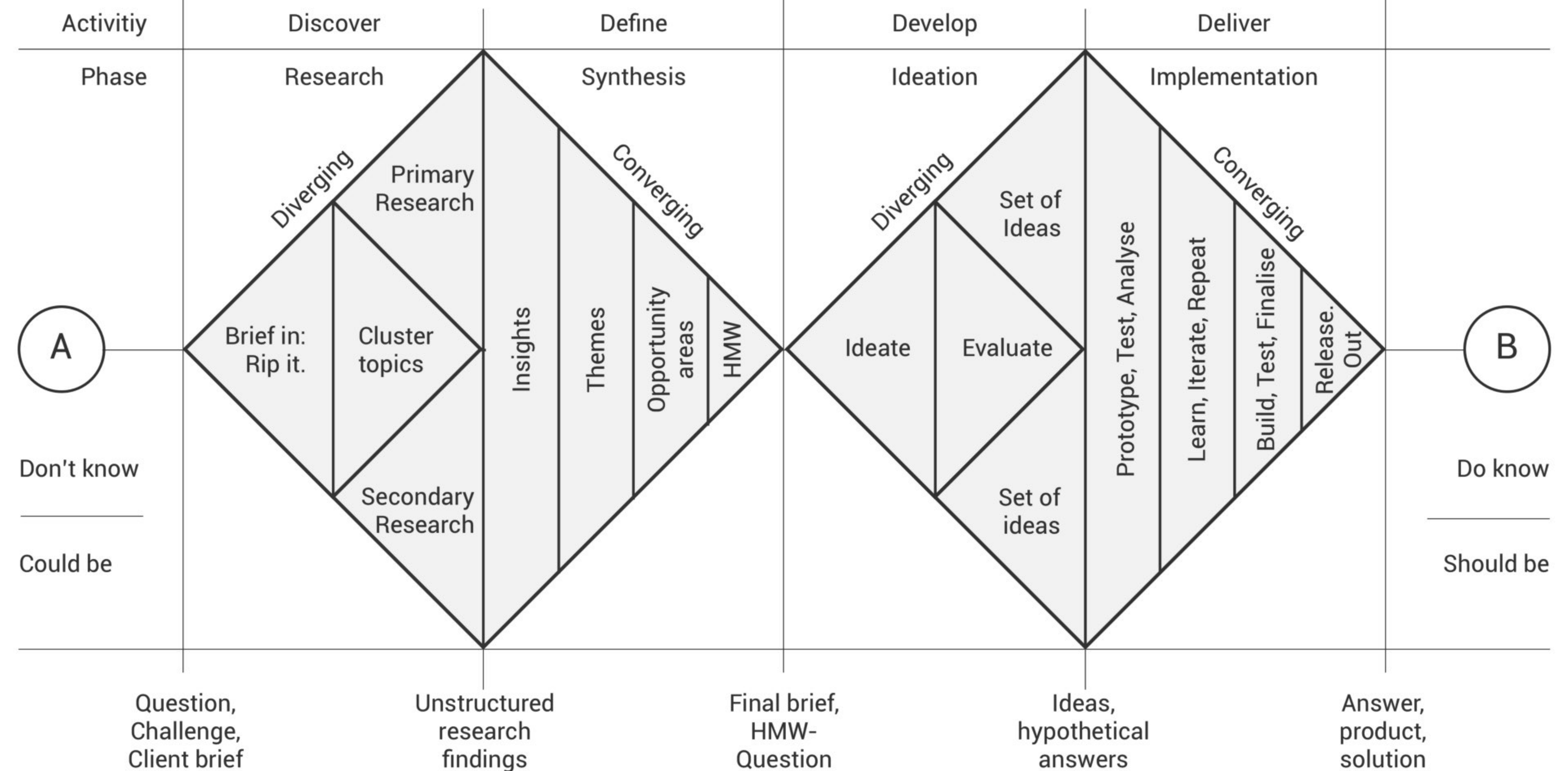
DESIGNING THINGS RIGHT

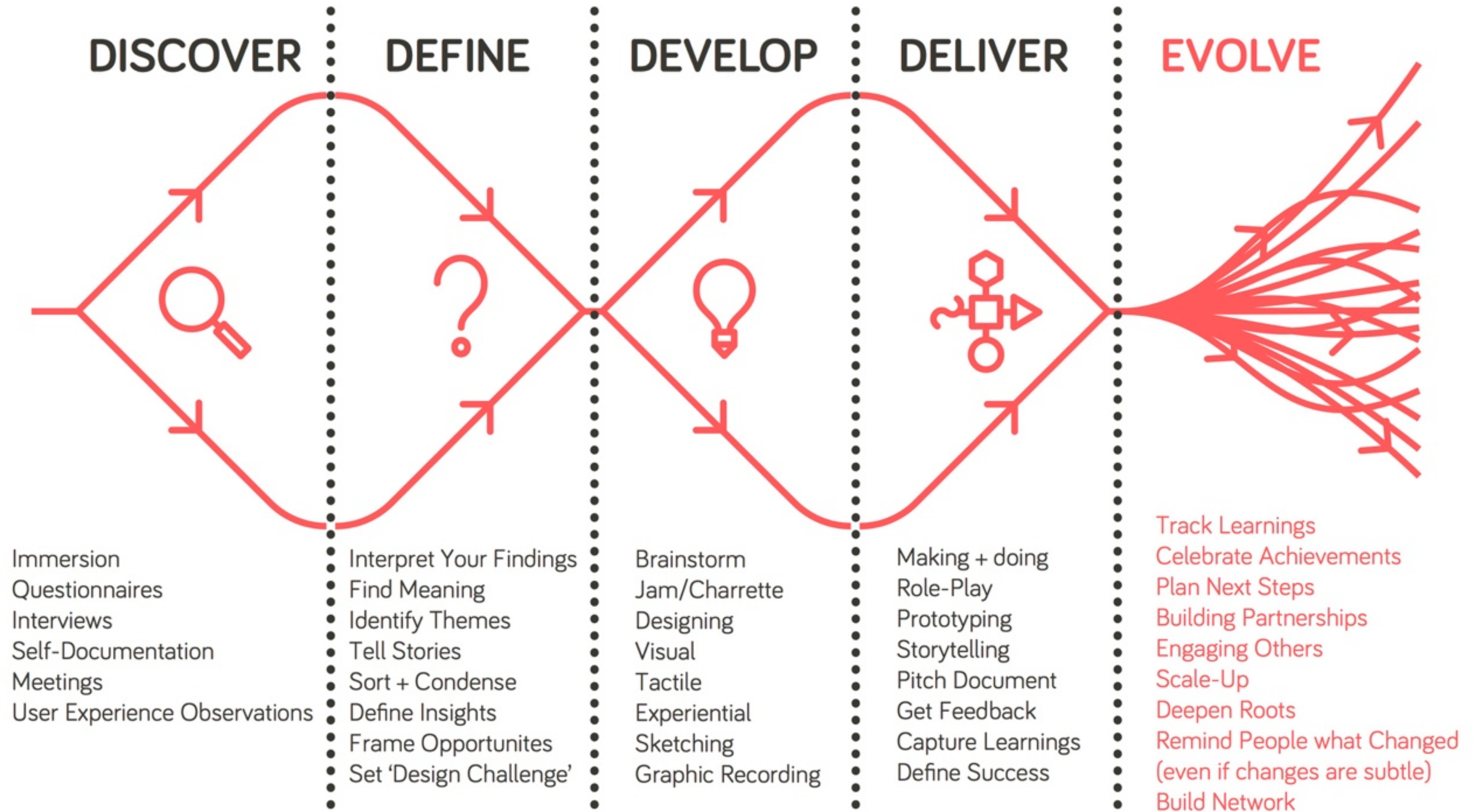


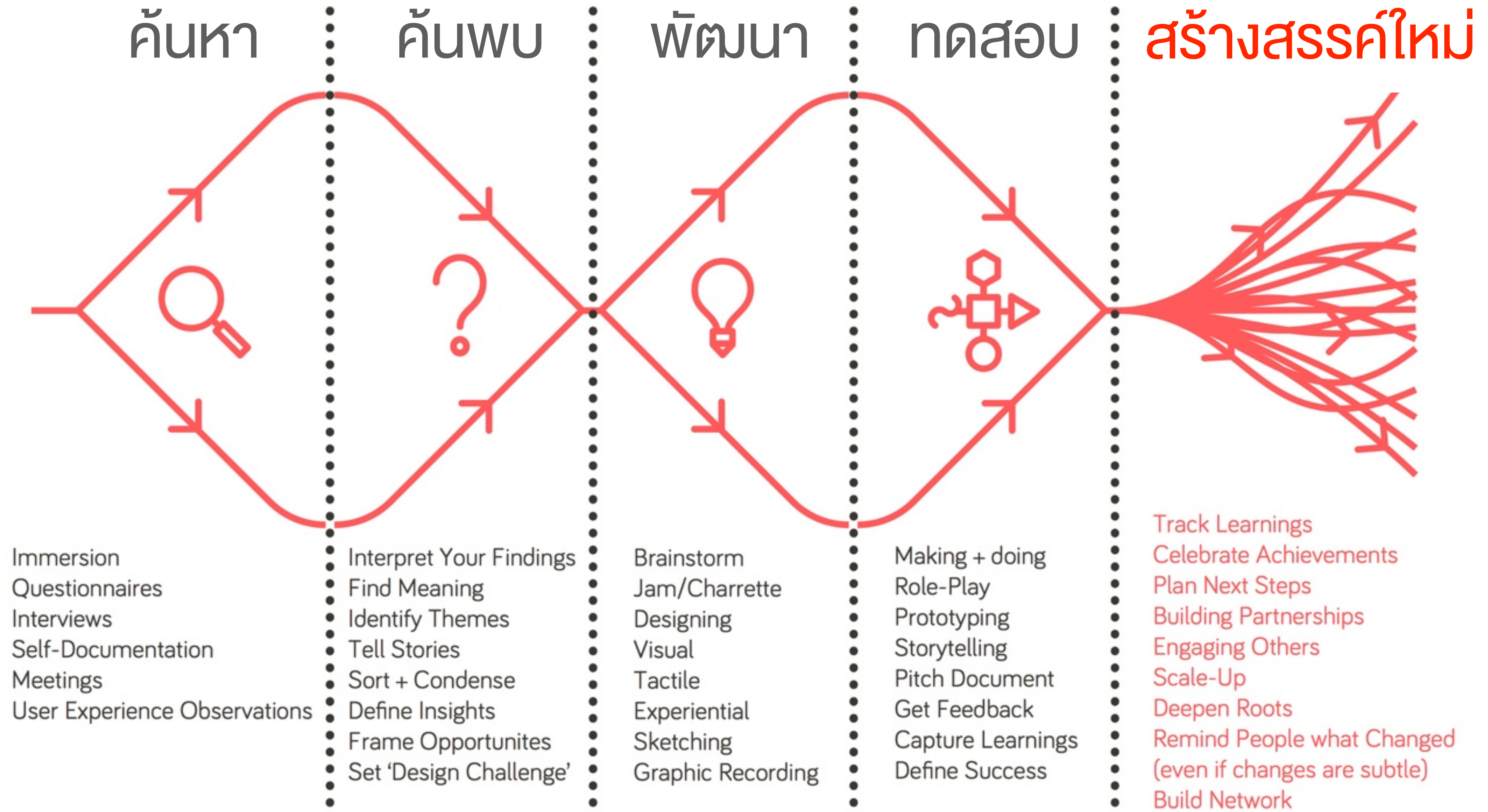


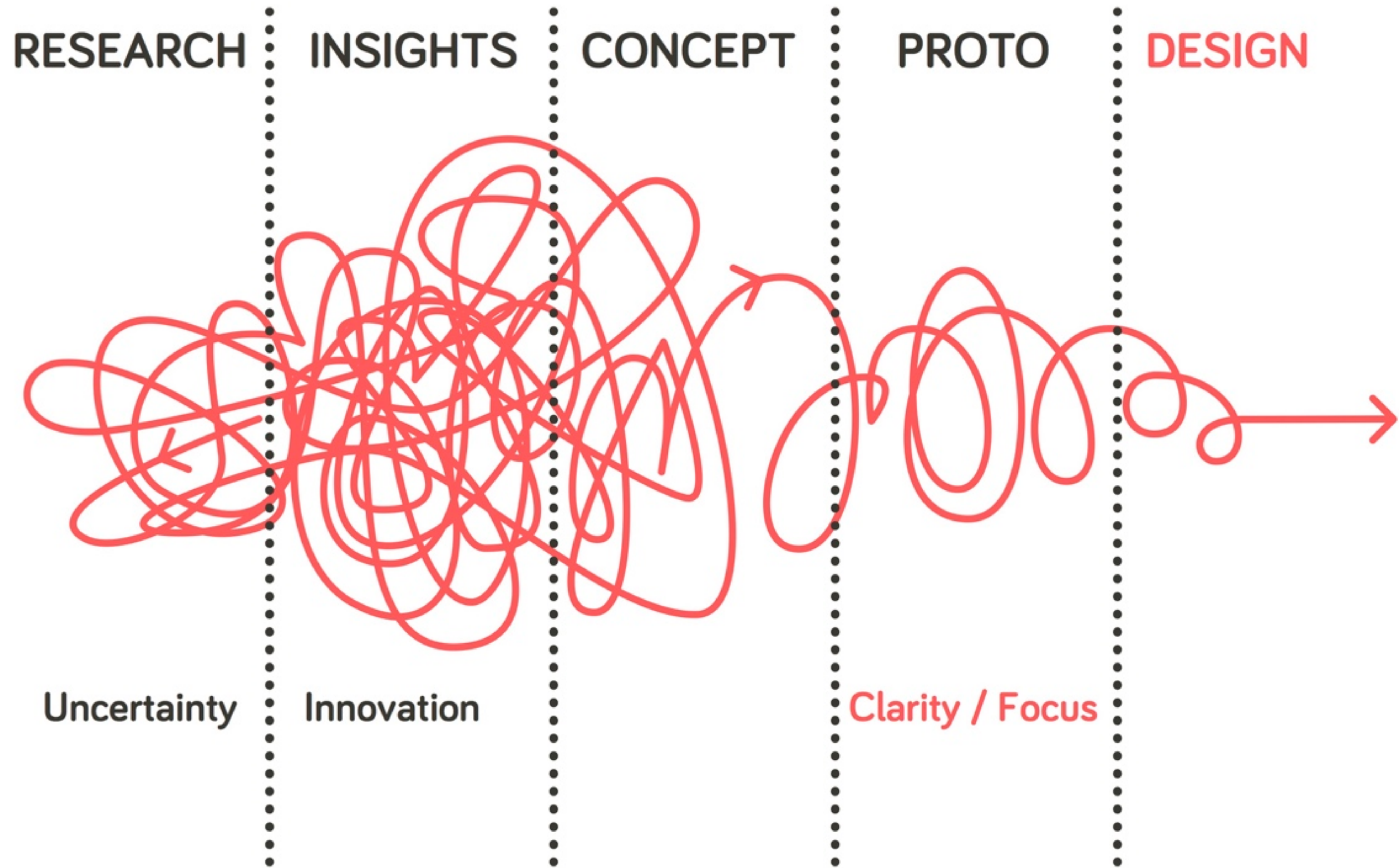
DESIGNING THE RIGHT THING

DESIGNING THINGS RIGHT









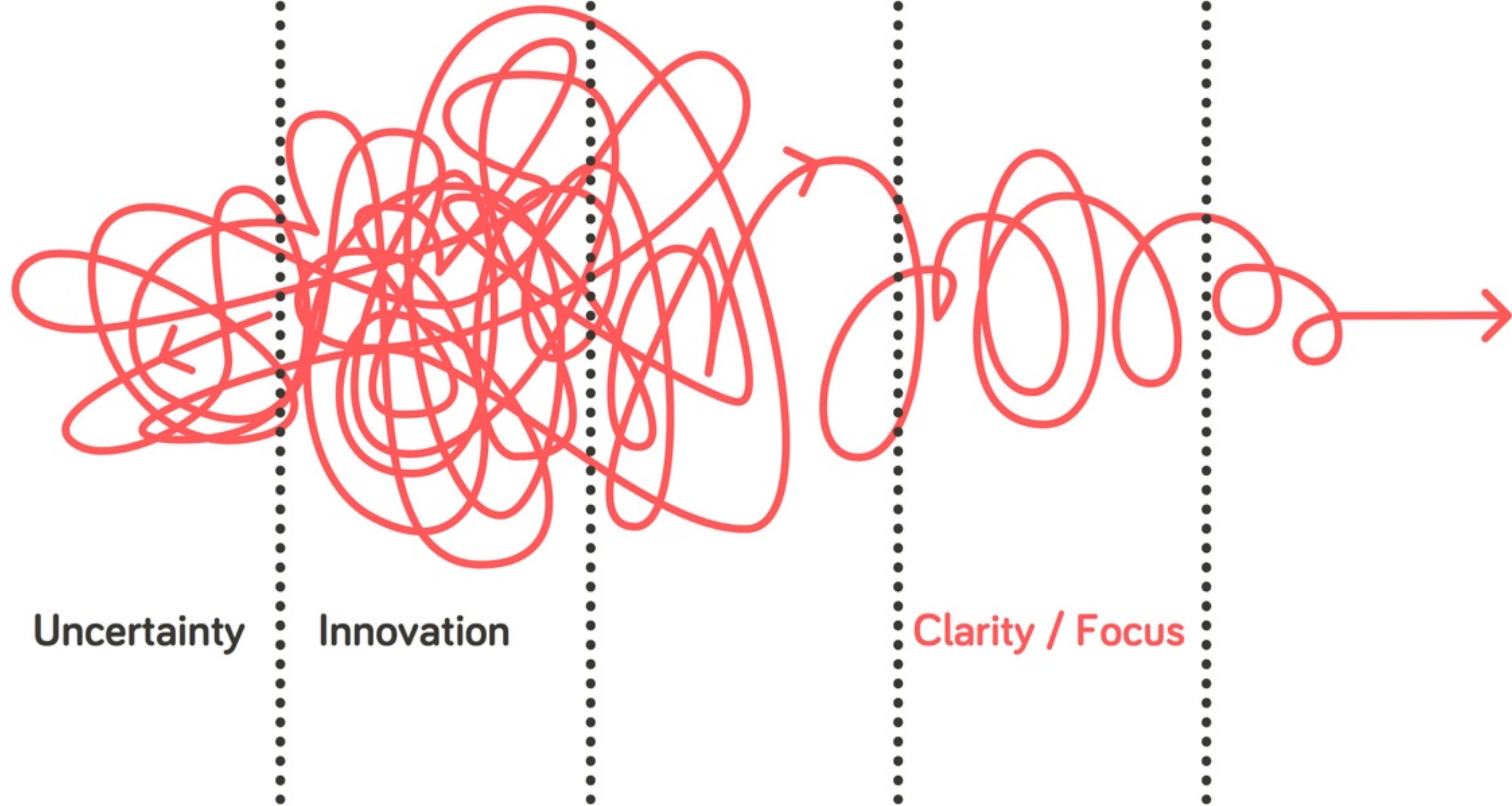
ค้นคว้า

ค้นใจ

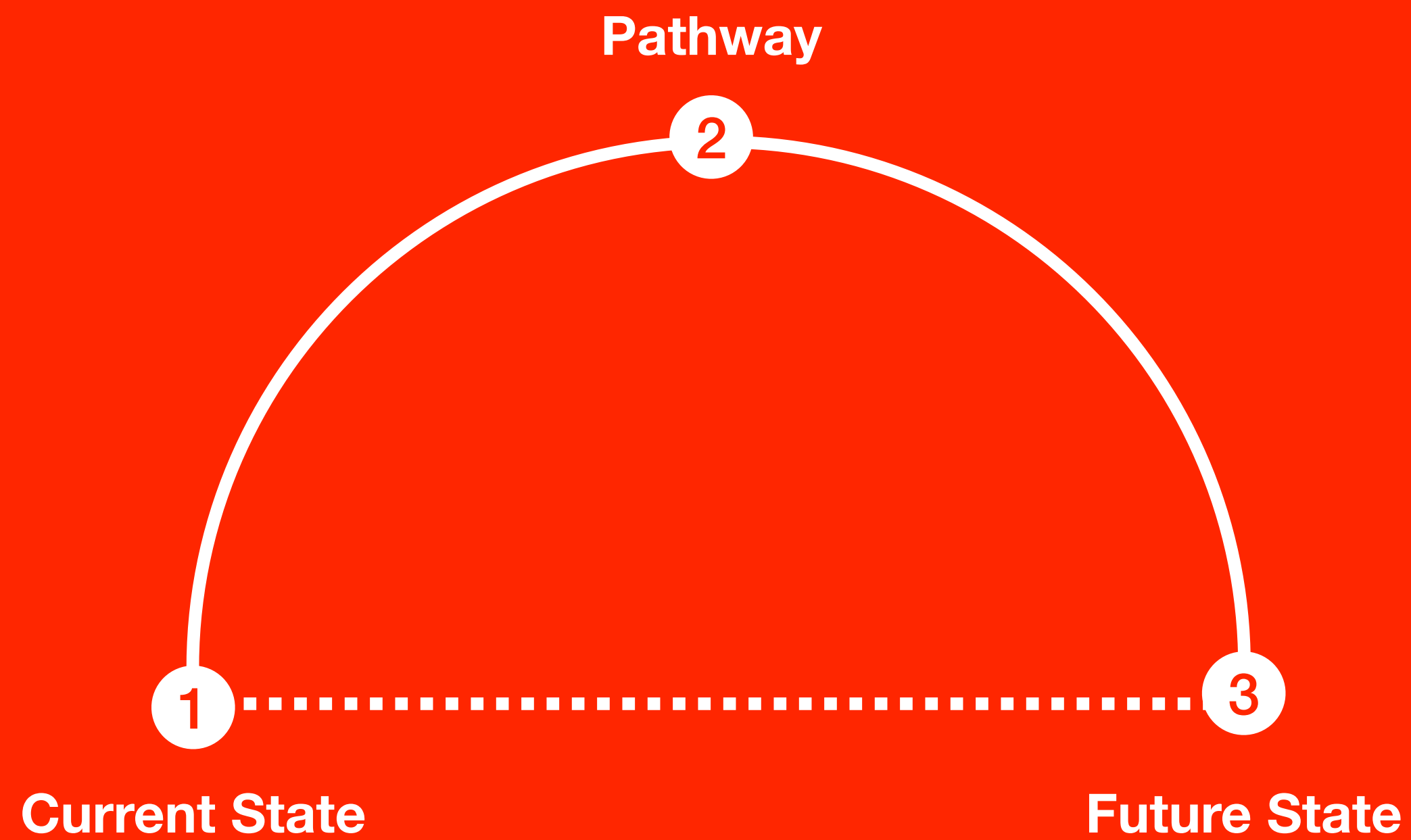
ค้นคิด

ต้นแบบ

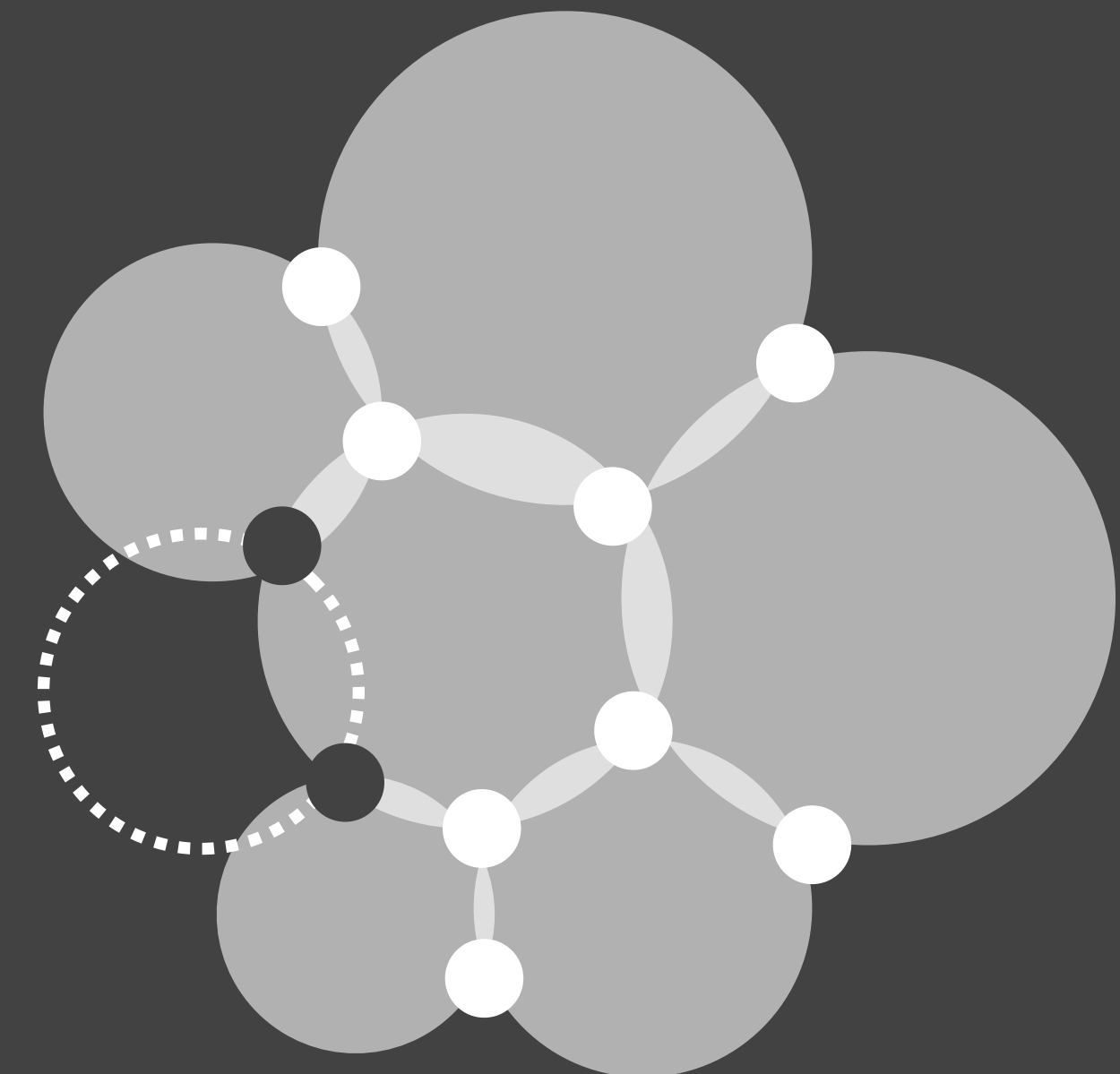
ออกแบบ



ENVISIONING

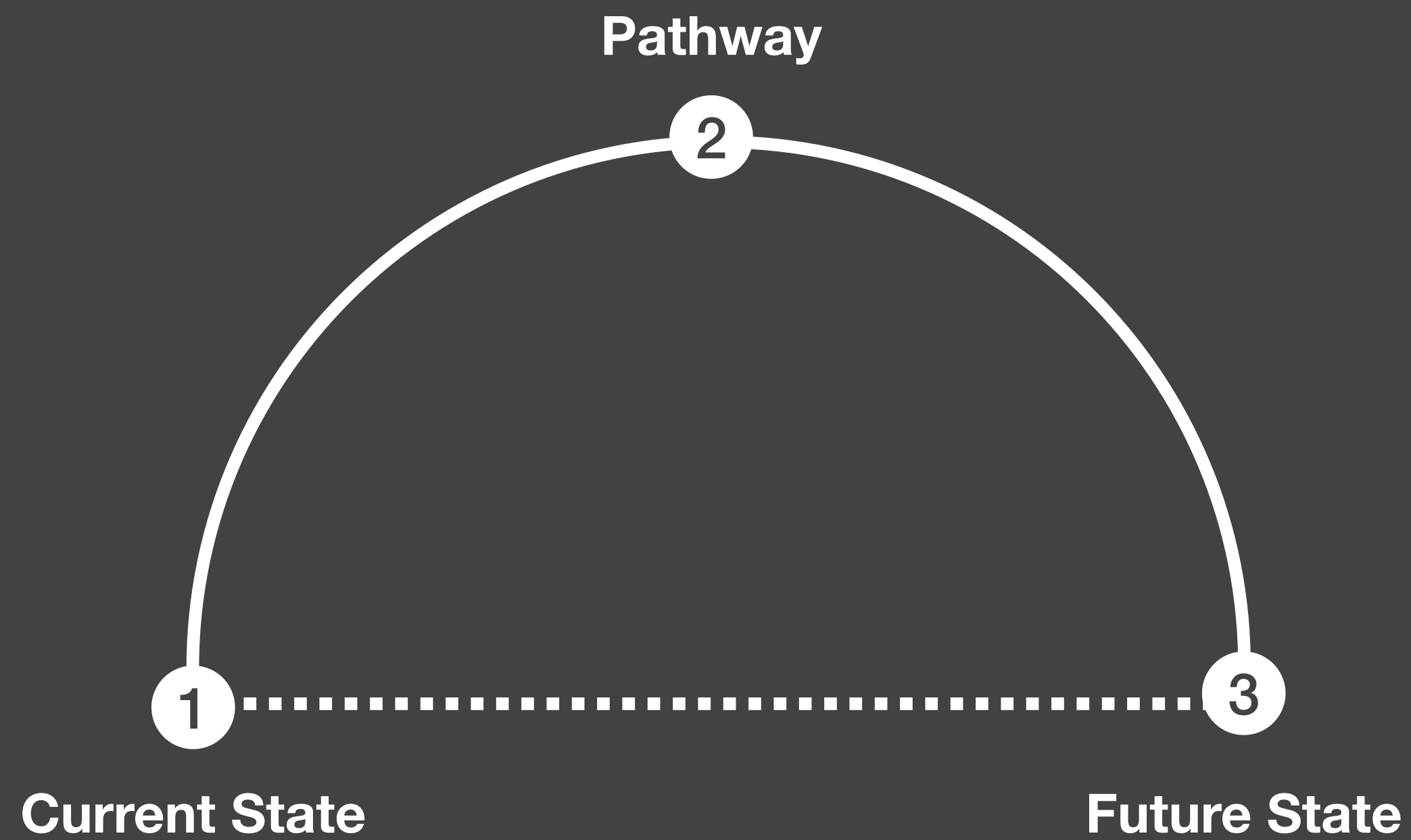


REFRAMING

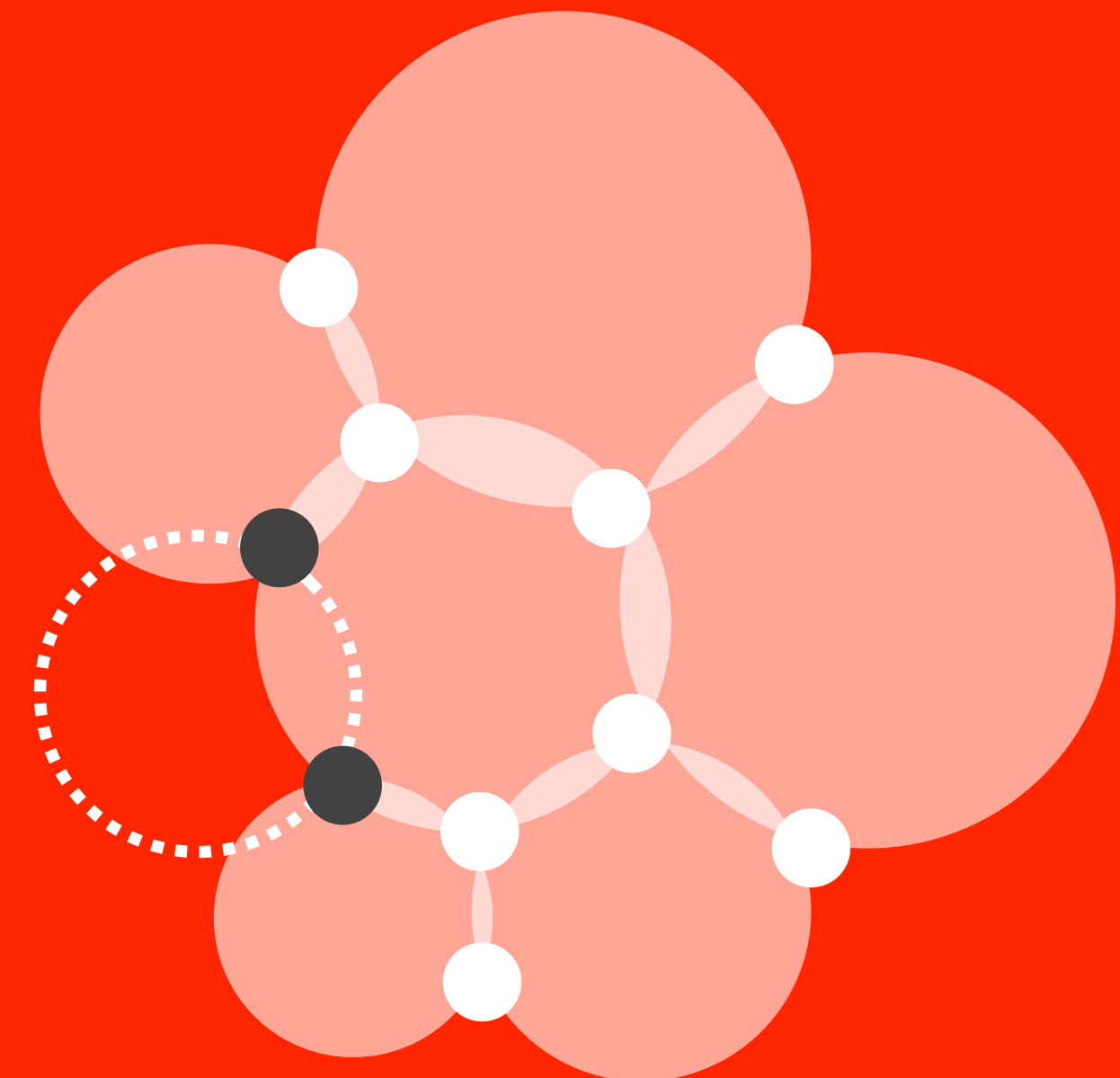


Create **PATHWAY** through
a service ecosystem

ENVISIONING



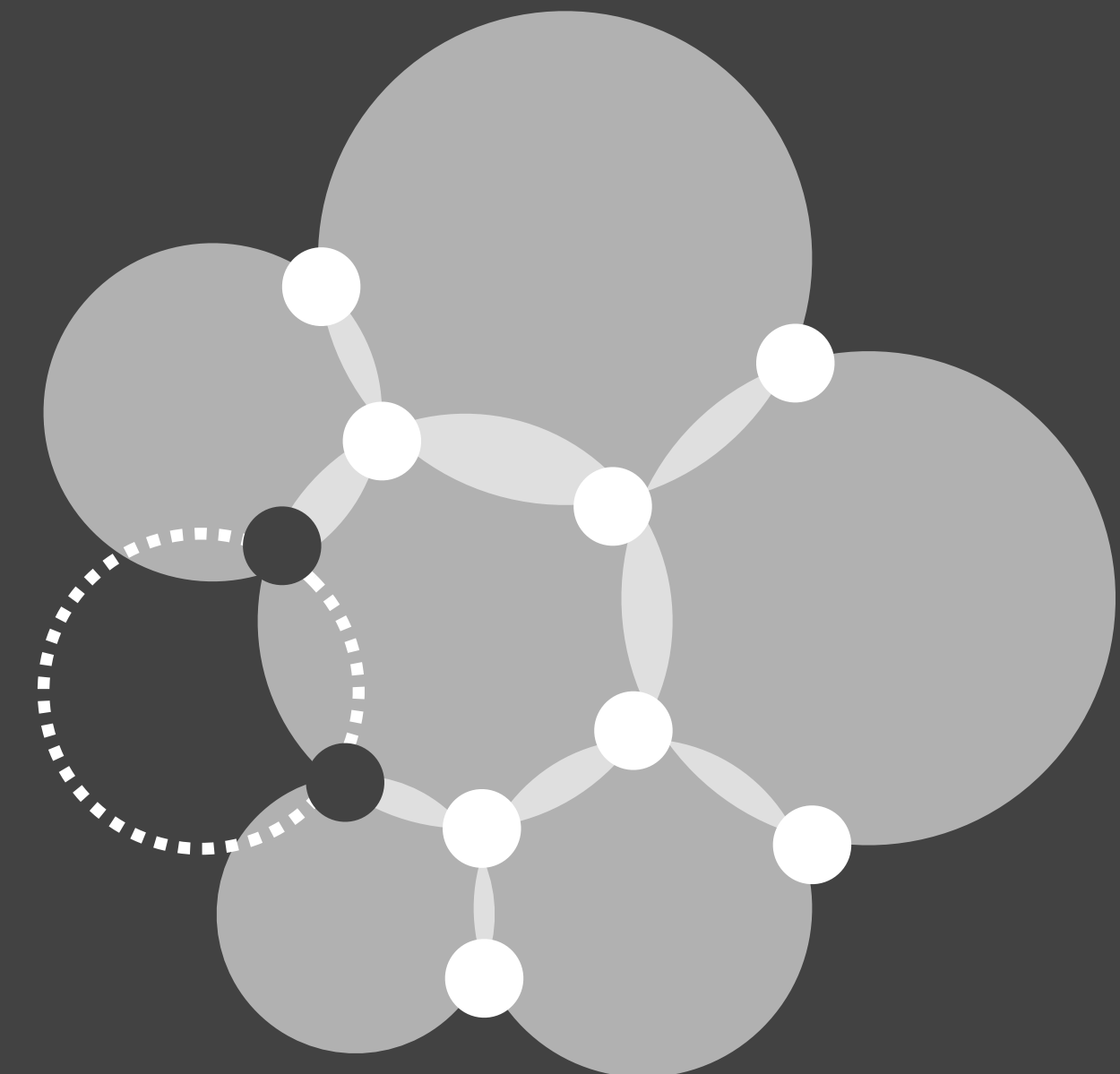
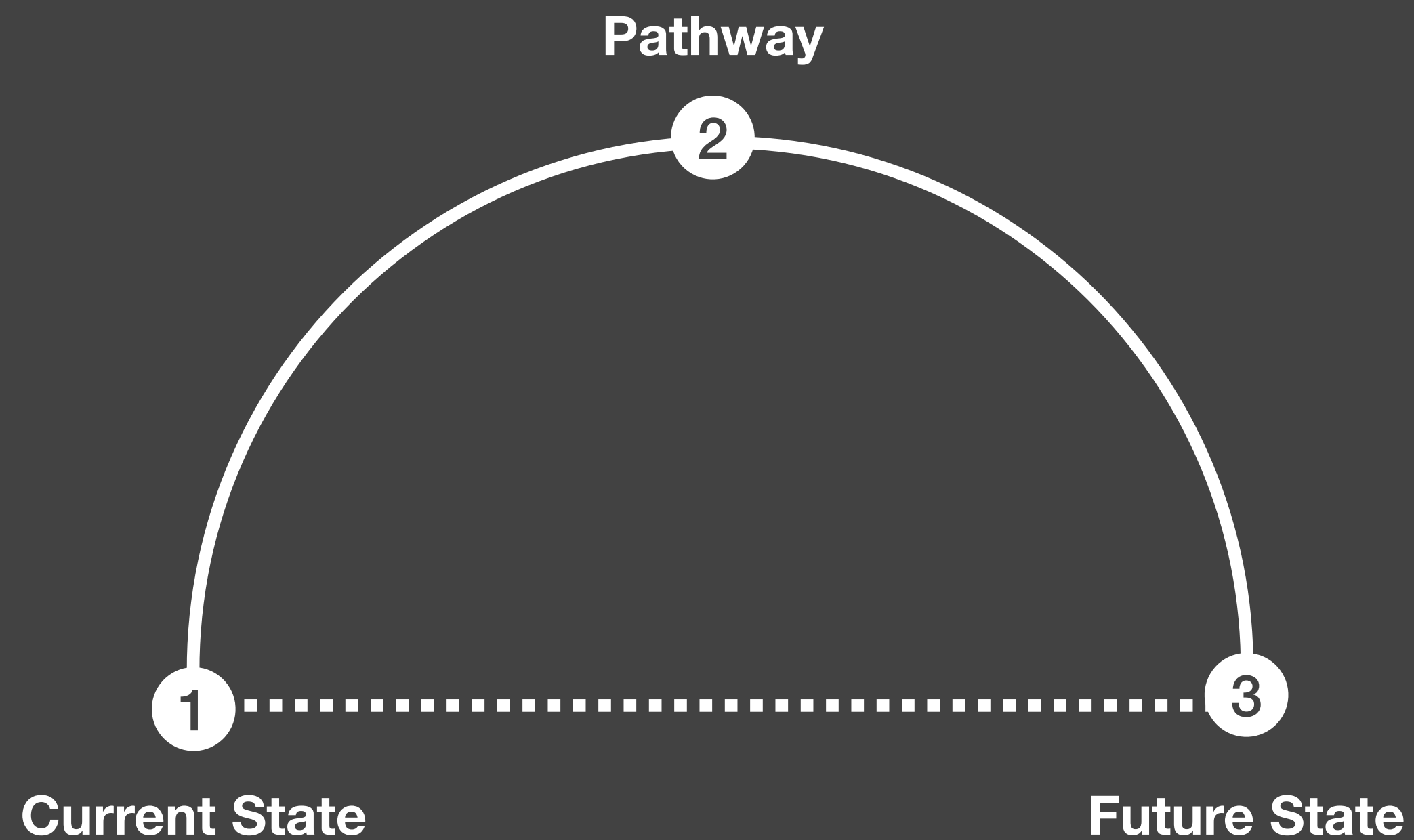
REFRAMING



Create PATHWAY through
a service ecosystem

ENVISIONING REFRAMING

iterative
process



Create **PATHWAY** through
a service ecosystem



Service Design Thinking is
an **iterative** process.

MARC STICKDORN

Source: The Squiggle
by Damien Newman, Central Inc.

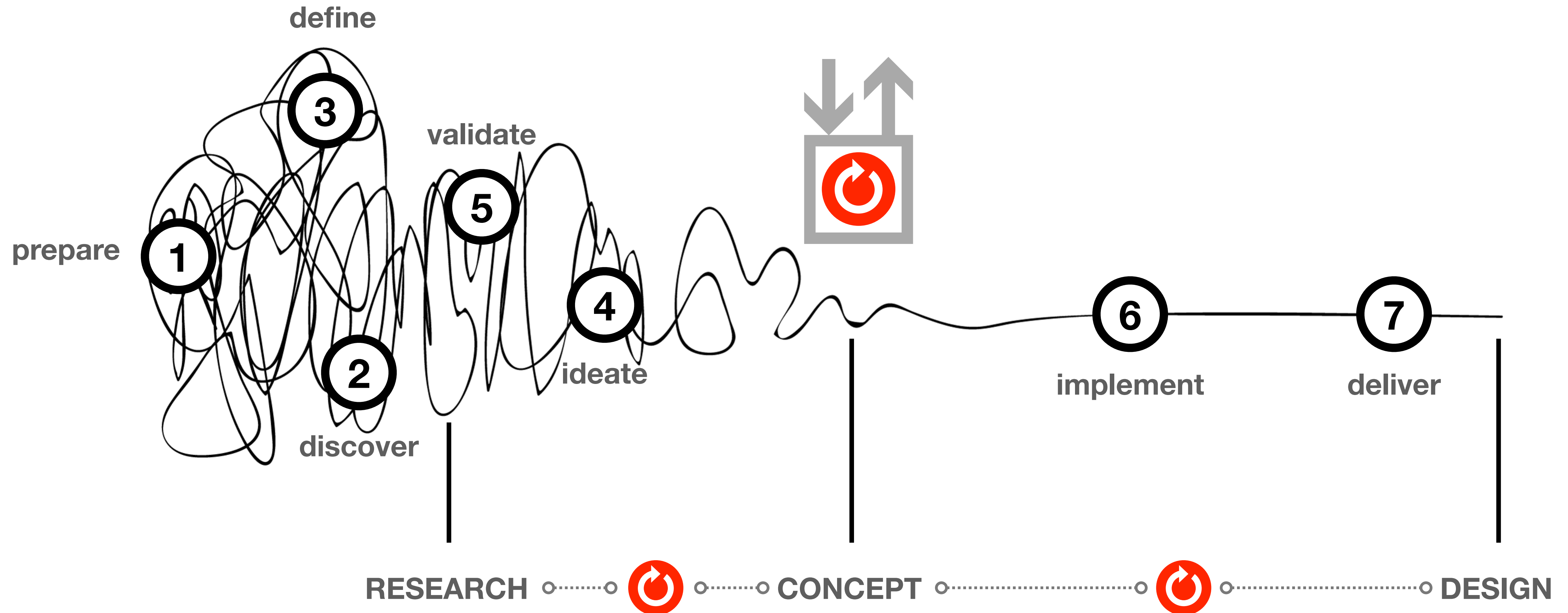


School of Tourism
DEVELOPMENT
Success Through Wisdom
Maejo University



UNCERTAINTY / PATTERNS / INSIGHTS

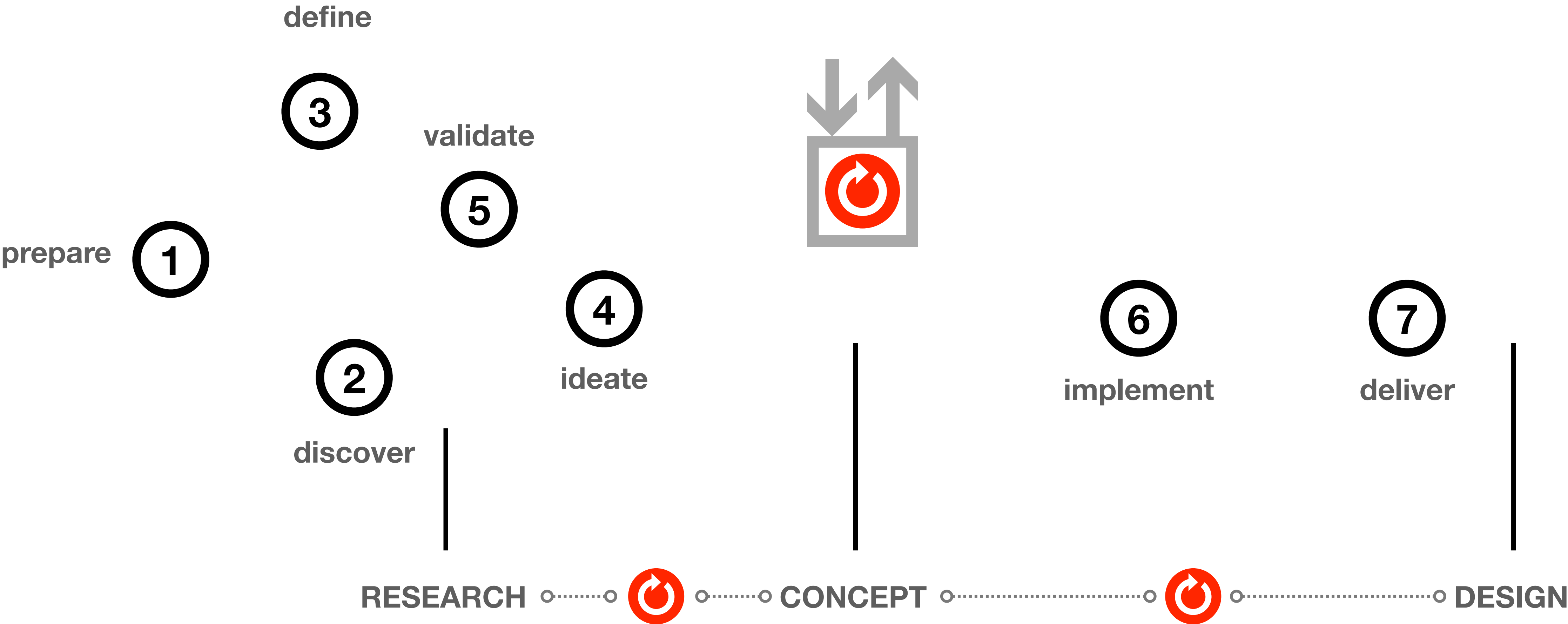
CLARITY / FOCUS



Source: The Squiggle
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UNCERTAINTY / PATTERNS / INSIGHTS

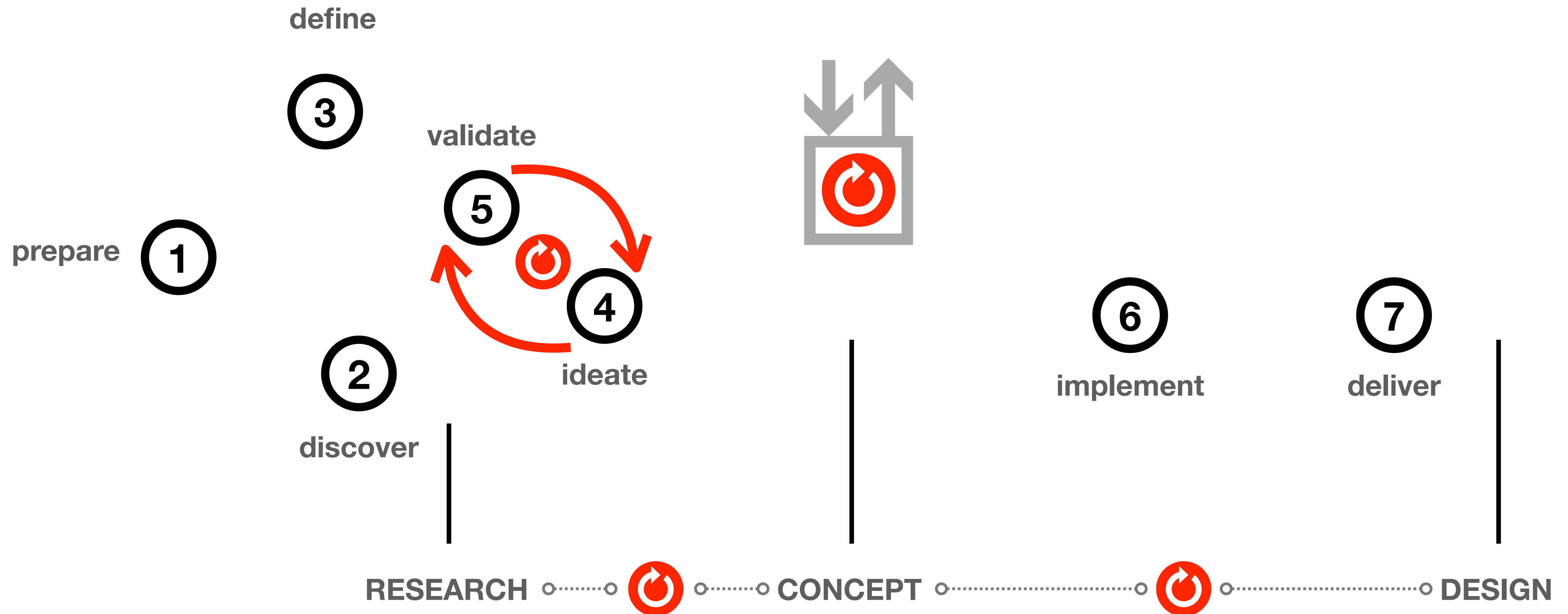
CLARITY / FOCUS



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UNCERTAINTY / PATTERNS / INSIGHTS

CLARITY / FOCUS



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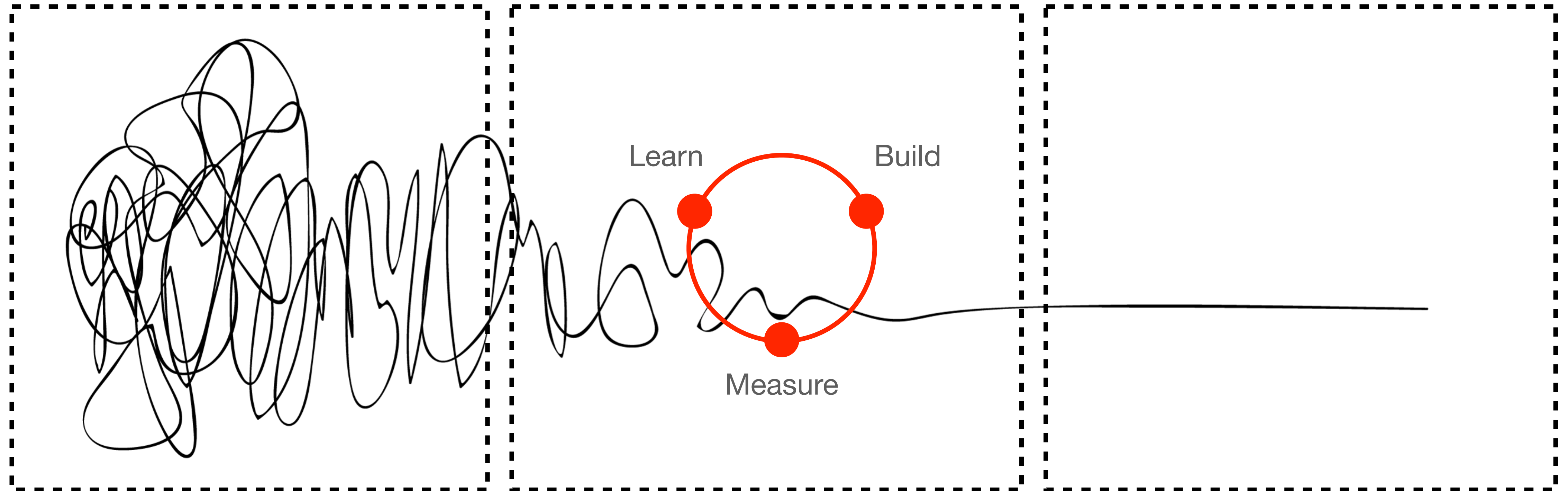
Source: The Squiggle
by Damien Newman, Central Inc.



Design Thinking

Lean Startup

Agile Development



Market Risk

Business Risk

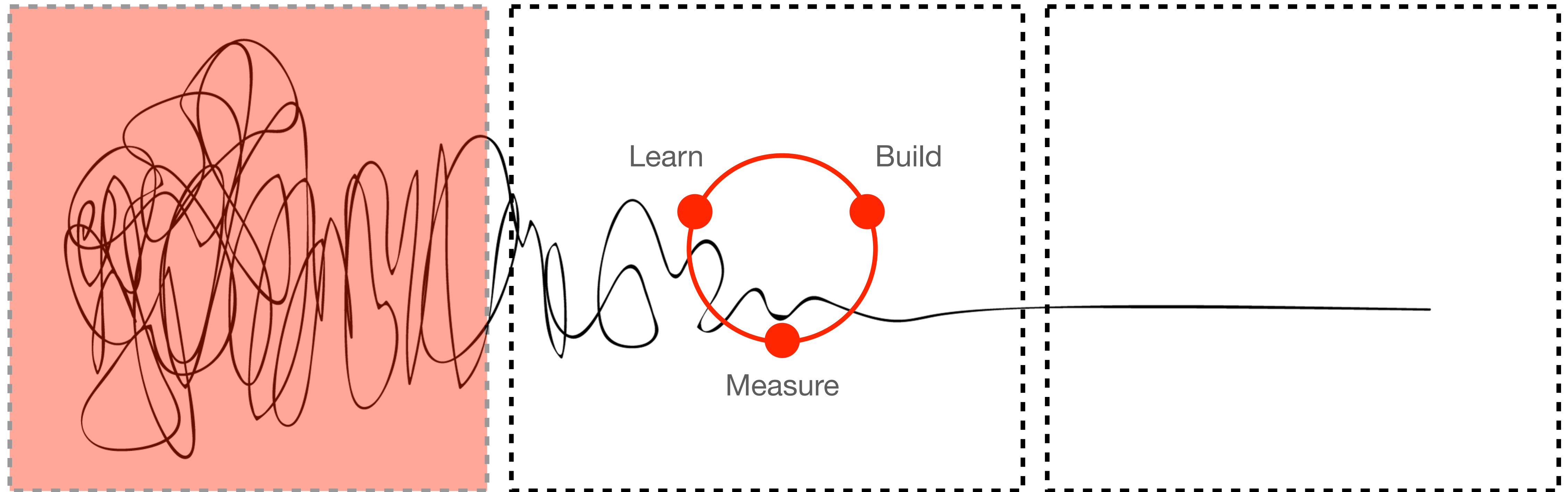
Technical Risk

Source: The Squiggle
by Damien Newman, Central Inc.

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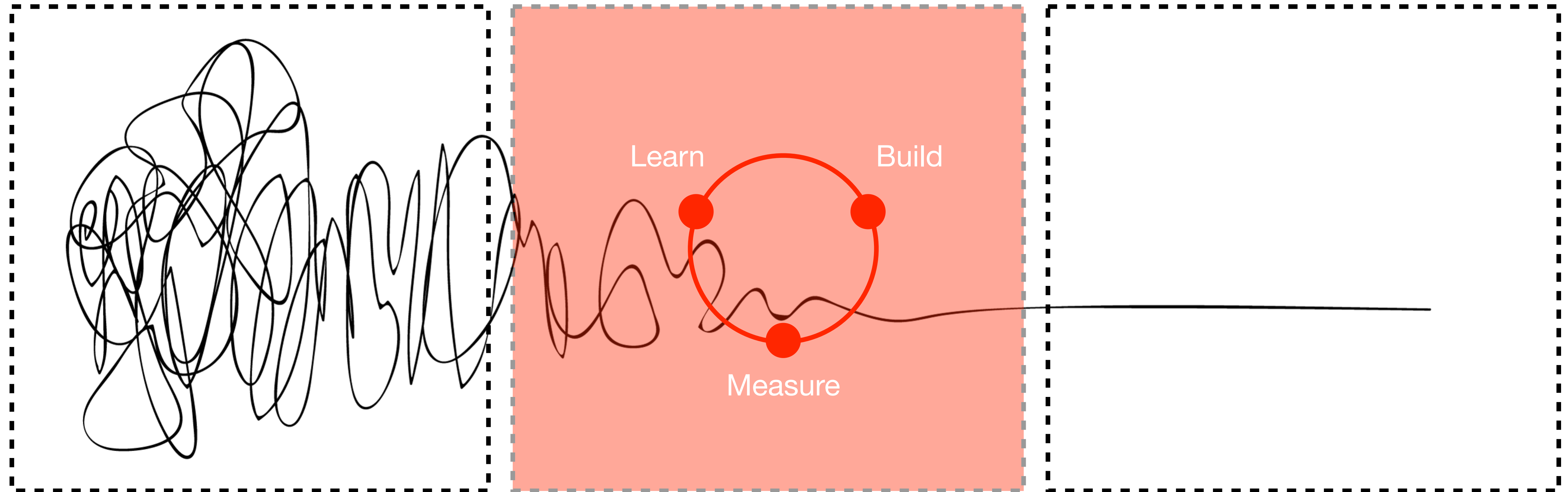
Technical Risk

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Business Risk

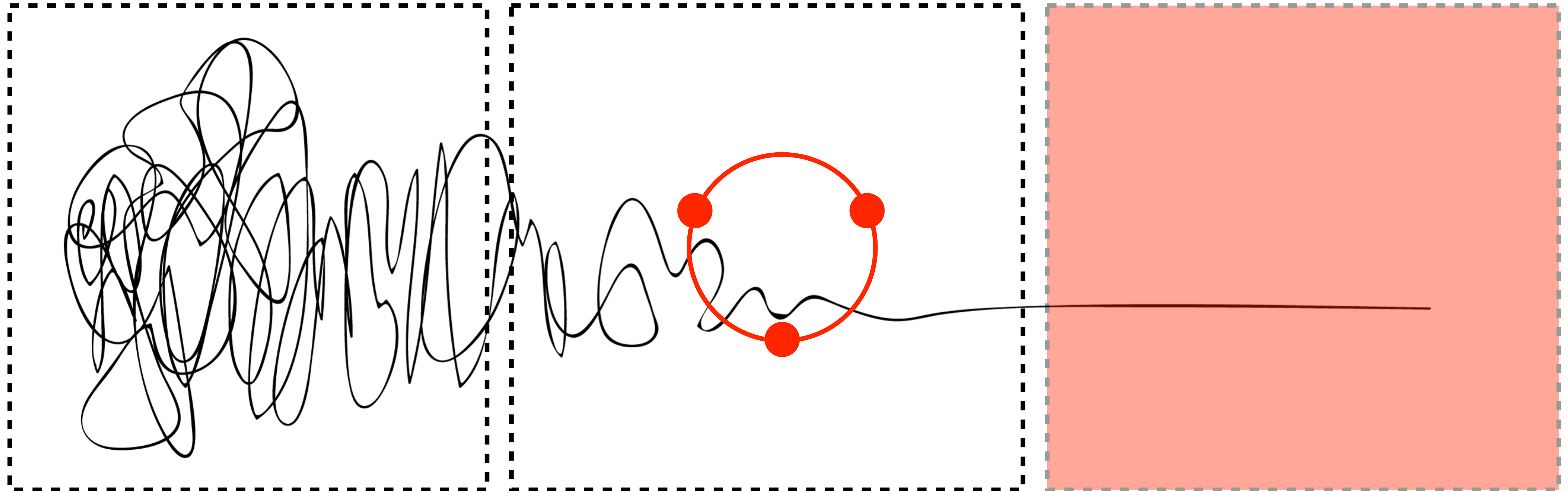
Technical Risk

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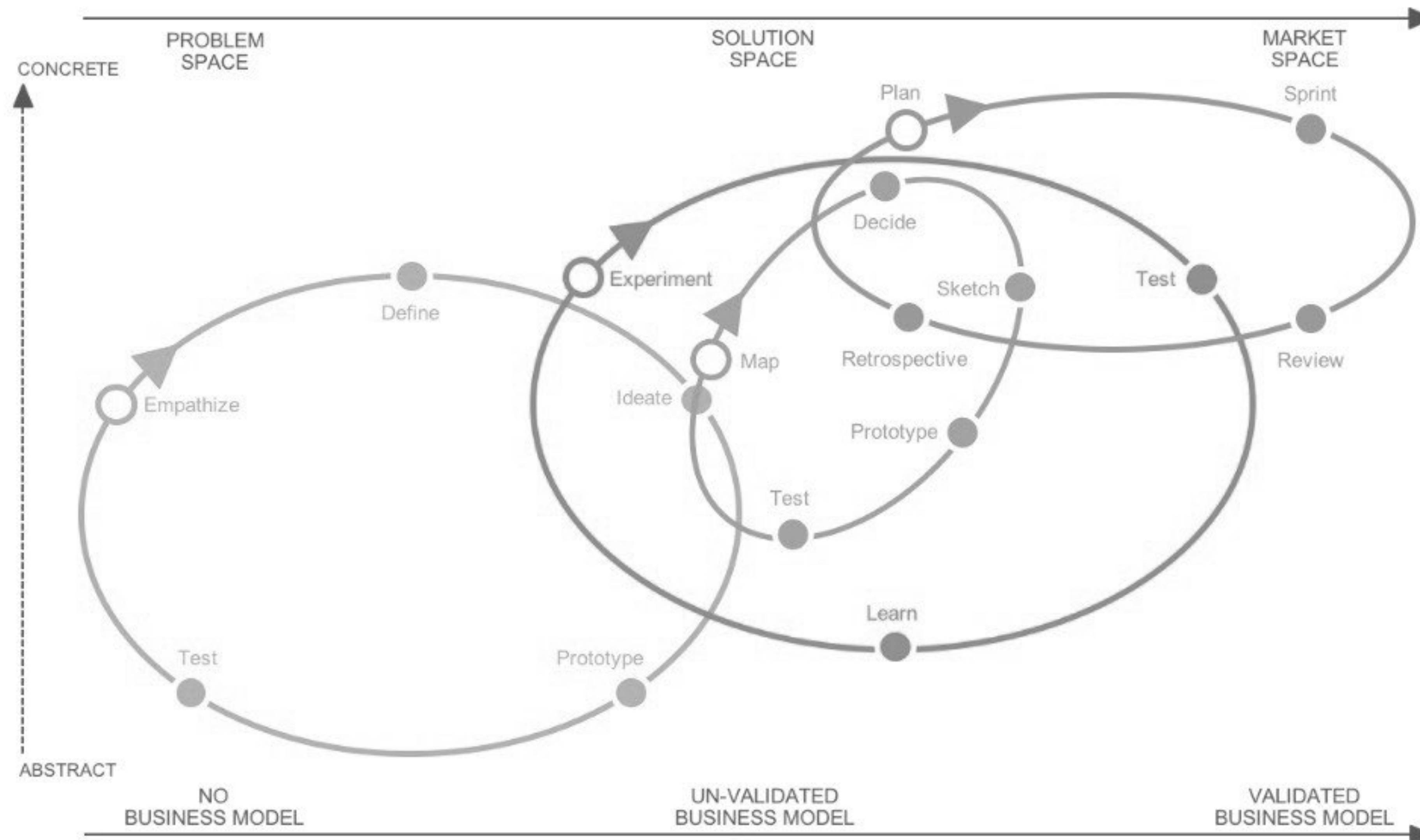


Market Risk

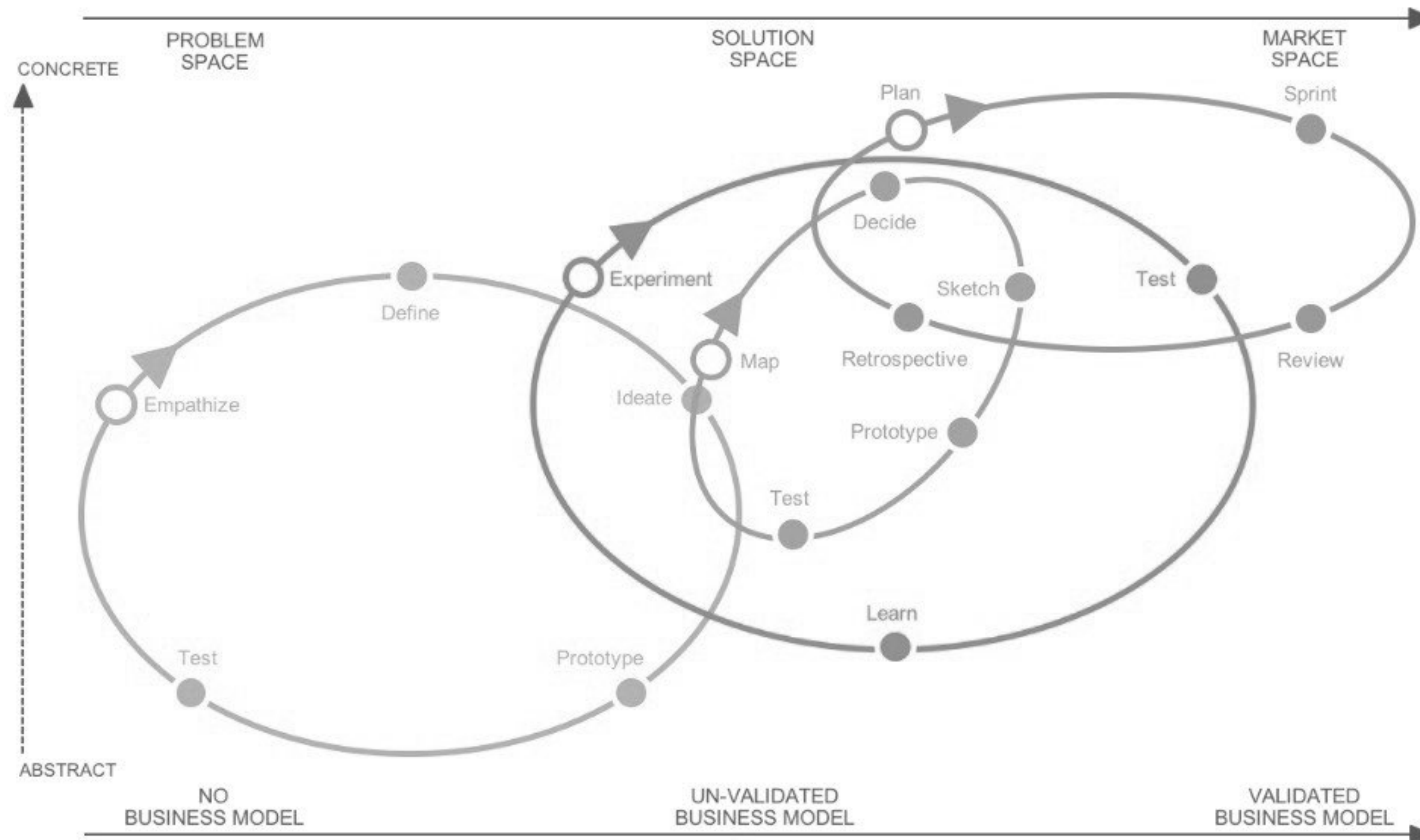
Business Risk

Technical Risk

Source: The Squiggle
by Damien Newman, Central Inc.

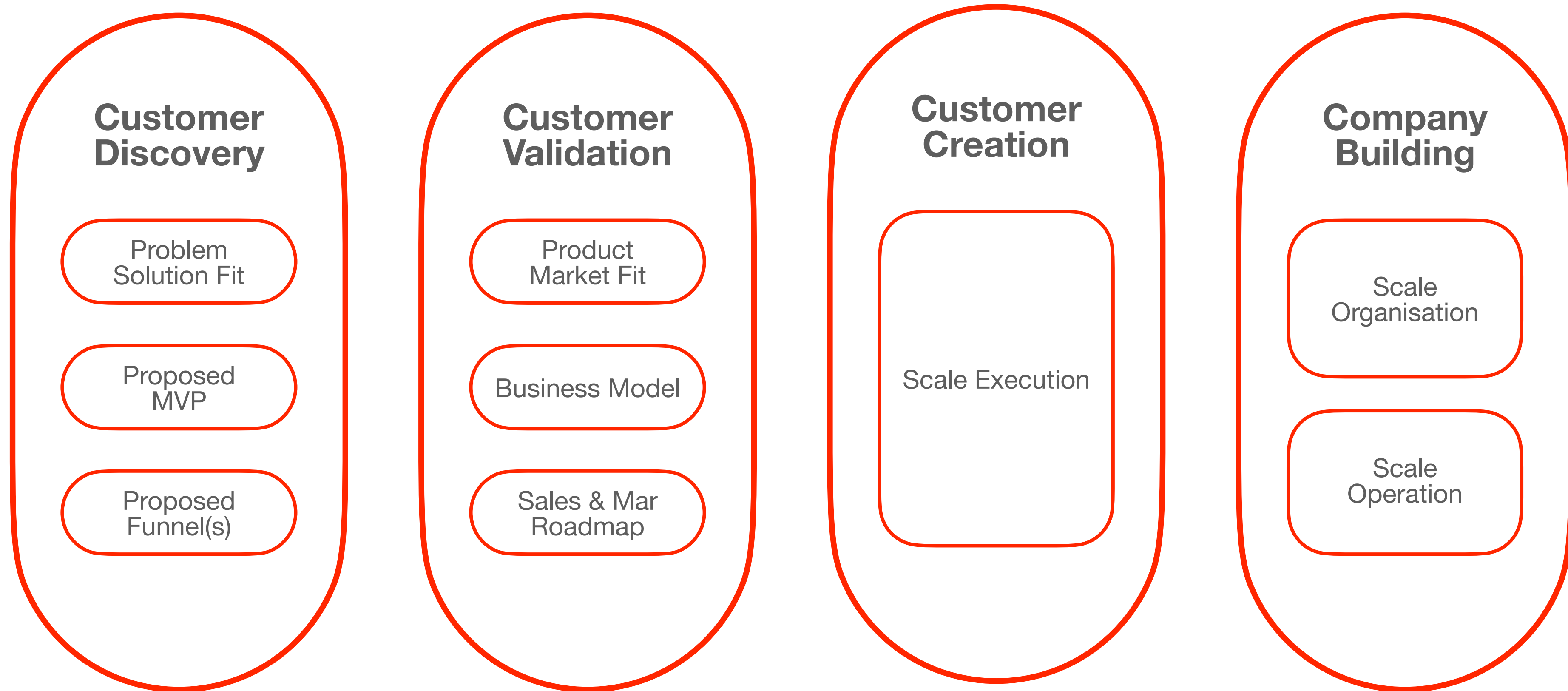


Source: Garner's Innovation Framework
by Gartner Inc



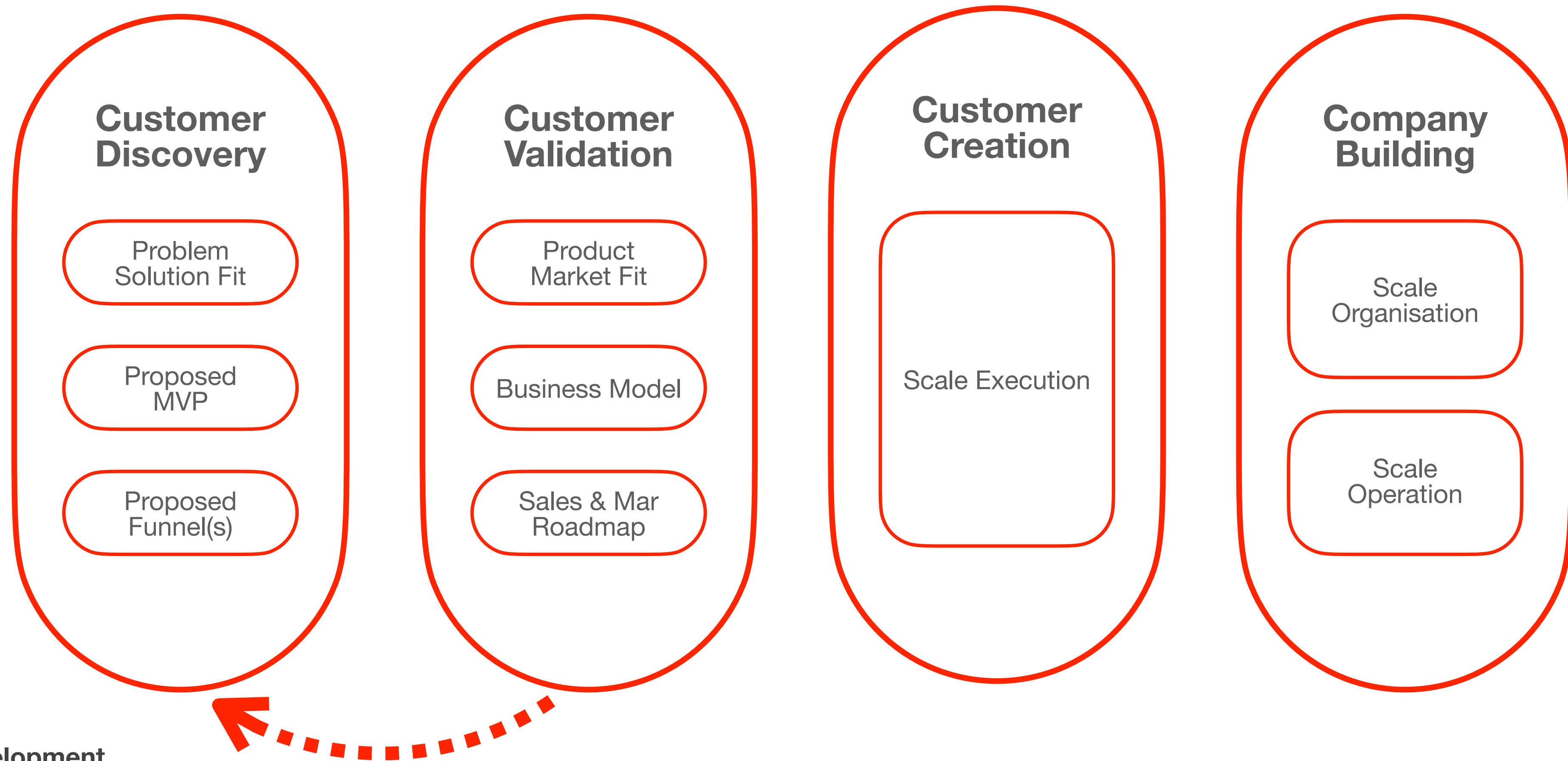
Source: Garner's Innovation Framework
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CUSTOMER DEVELOPMENT



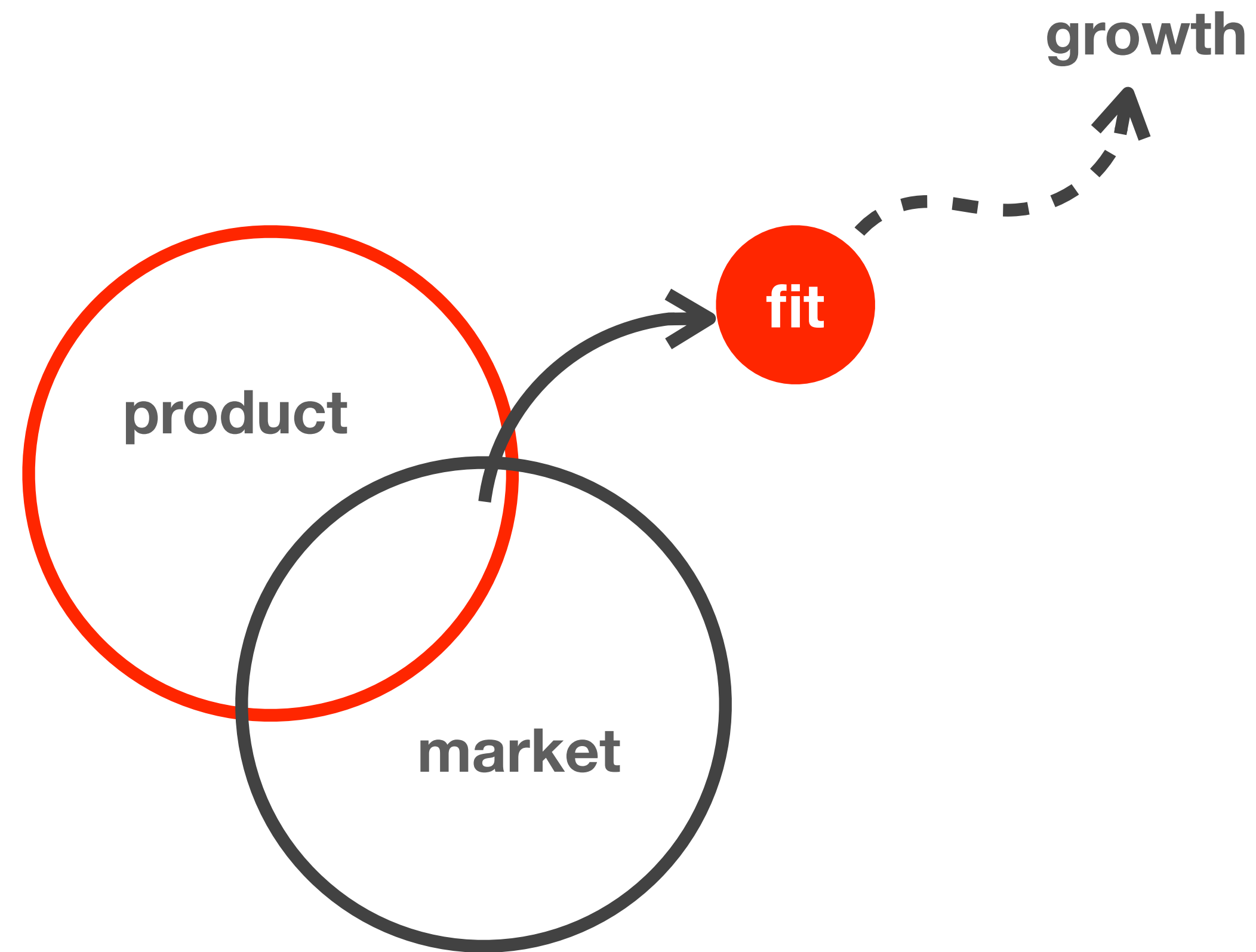
Source: Customer Development
by Steve Blank, adapted by Brant Cooper

CUSTOMER DEVELOPMENT



Source: Customer Development
by Steve Blank, adapted by Brant Cooper

PRODUCT MARKET FIT



Source: Customer Development
by Steve Blank, adapted by Brant Cooper