



Innovation
Design
For Business

Innovation Design for Business **Onsite**

in association with
MBA CMUBS — New Venture Creation

SATURDAY
15
NOV
2025

LEARN
MORE:



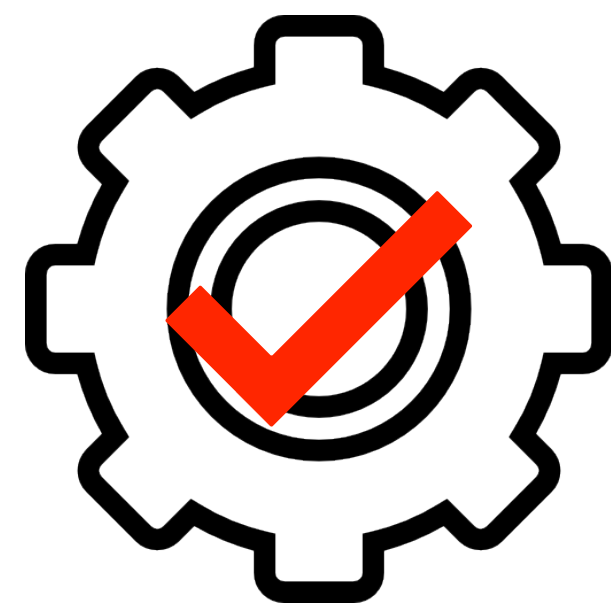
iGTC PLAYBOOK

[mjuigtc/texts/
design-compendium](https://mjuigtc/texts/design-compendium)

Join Us

On Innovation Design
In-Action Workshop
*with Real World
Learning Approach*

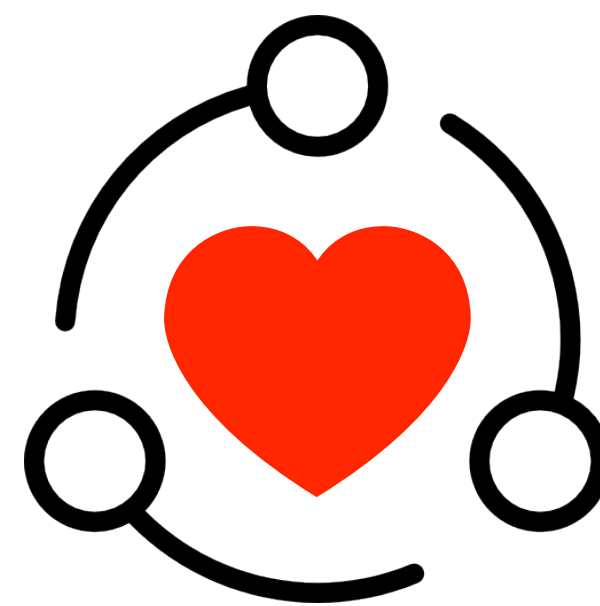
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1

MANAGE

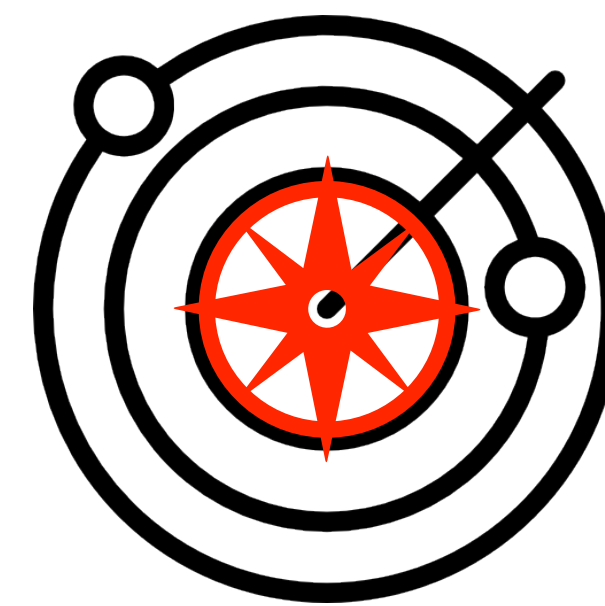
Team as One
Zoom-In / Zoom-Out
Technique
“See The Same Page”



2

MINIMISE

Bias Selection
Echo Chamber
One Comment
Syndrome



3

MAXIMISE

Social Impact
Business Opportunities
Outcome Based
Innovation (ODI)

Anuwat Churyen

Director
International Gastronomy
Tourism Centre

Co-Founder
Service Innovation Academy
School of Tourism Development
Maejo University

LIVE Session

Saturday,
15th November 2025

09:00 - 16:00 hrs
CMUBS, Chiang Mai University

In Collaboration With
Food Innopolis NSTDA x iGTC





1

PROLOGUE

MANAGE

[...]

“...สร้าง Team as One ด้วย Design Flow
ทำการ Zoom-In / Zoom-Out เต็มประสิทธิภาพ
ให้เรามองภาพใหญ่ เห็นภาพเดียวกัน
“See The Same Page / Read The Same Line”

Anuwat Churyen

Director
International Gastronomy
Tourism Centre

Co-Founder
Service Innovation Academy
School of Tourism Development
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 @MJUiGTC

Anuwat Churyen

Director
International Gastronomy
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School of Tourism Development
Maejo University

2

PROLOGUE

MINIMISE

[...]

“...อคติ (Bias) ที่เกิดขึ้นในกระบวนการ Design ไม่หลงใหล
“ในห้องเสียงสะท้อน (Echo Chamber)”
มุมมอง “เปิดกว้าง หรือ สร้างกะลา” และ
ไม่หลงเชื่อ “แฟนพันธุ์ทาง (One Comment Syndrome)”
มากกว่าแฟนพันธุ์แท้...”

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 @MJUiGTC

Anuwat Churyen

Director
International Gastronomy
Tourism Centre

Co-Founder
Service Innovation Academy
School of Tourism Development
Maejo University

3

PROLOGUE

MAXIMISE

[...]

“...แสวงหาโอกาส ความเป็นไปได้ และจินตนาการใหม่ เพื่อการ
พัฒนาแนวคิดการพัฒนารุทกิจตามกรอบแนวทางการพัฒนา
นวัตกรรมที่ขับเคลื่อนด้วยผลลัพธ์ (Outcome Driven
Innovation: ODI) มุ่งสร้างผลกระทบเชิงบวกให้กับสังคม
(Positive Social Impact)...”

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Training Modules

The 4 Foundations of Core Courses on Service Innovation Design are aligned with four types of “Thinking Skills” including Convergent Thinking, Divergent Thinking, Critical Thinking and Creative Thinking.

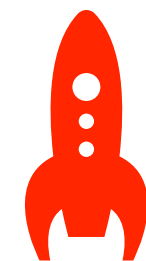
Underline the changing business landscape for building innovative ideas and solutions

Contextual Analysis



Unfold the prospect of systematic study of possible, probable and preferable futures

Scenario Analysis



Understand the needs of potential customers and create value proposition for products / services

User Analysis



Uncover the new business model ideas and discover Product-Market-Fit metrics

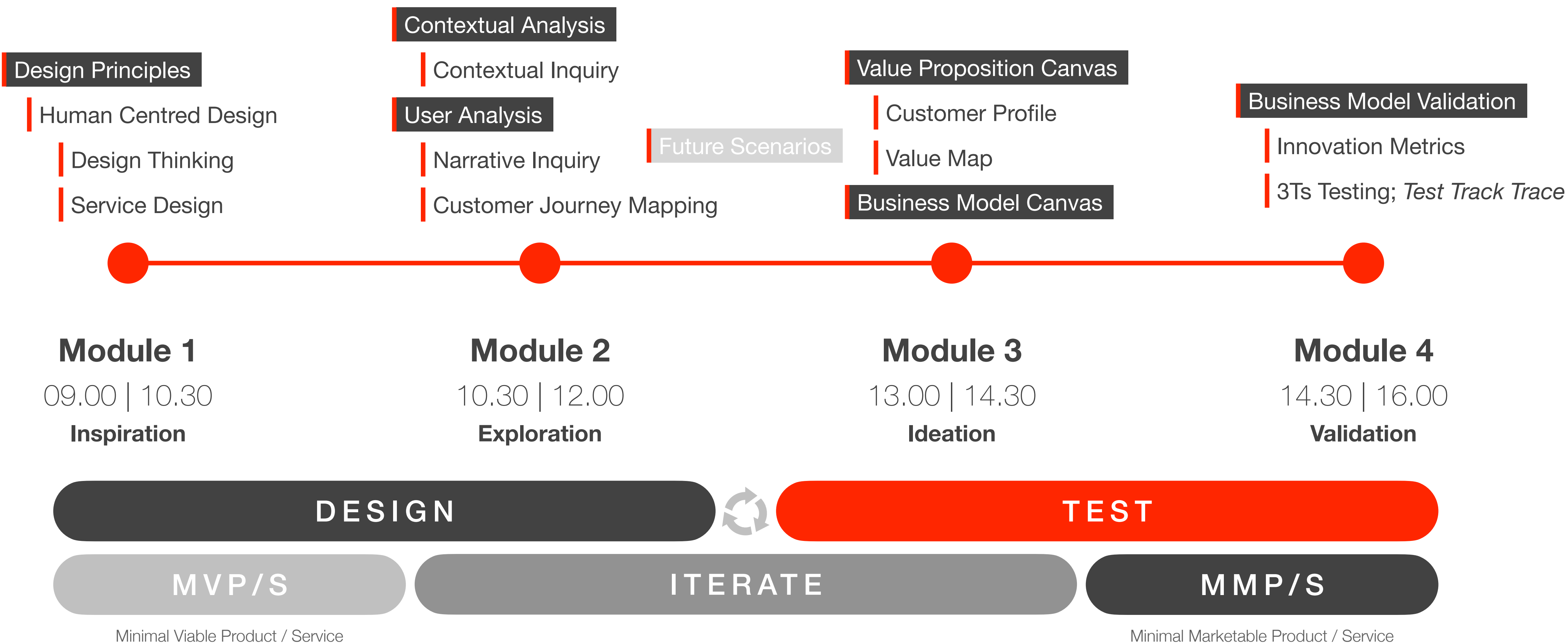
Business Analysis





Innovation Design For Business

Innovation Design Walk Through Workshop



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Taking the Leap by Building a Better Business for a Better Future

Image Credit: fauxels



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**Innovation
Design
For Business**

Innovation Design for Business

in association with

Service Business Management Programme CMUBS



#mjuigtc #mjuserviceinnovation
#iGTCCoLAB #tourismmaejo #maejogastronomy

Putting
Purpose into
Practice and
Understanding
the Trends,
Tools and
Teams

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WHY WE DO

| Debrief สถานการณ์ที่ผ่านมา What Is..?

WHAT IS

| Discover เสาะแสวงหาแนวทางการการพัฒนา
ธุรกิจบนกระบวนการคิดเชิงออกแบบ
อย่างเข้าใจผู้งานชนิดหยิ่งลึก

WHAT WOW

WHAT WE EXPECT

| Reframe ประมวล สัญญาณ / ส่งเร้า
คาดการณ์สิ่งที่จะเกิดขึ้น What If...?

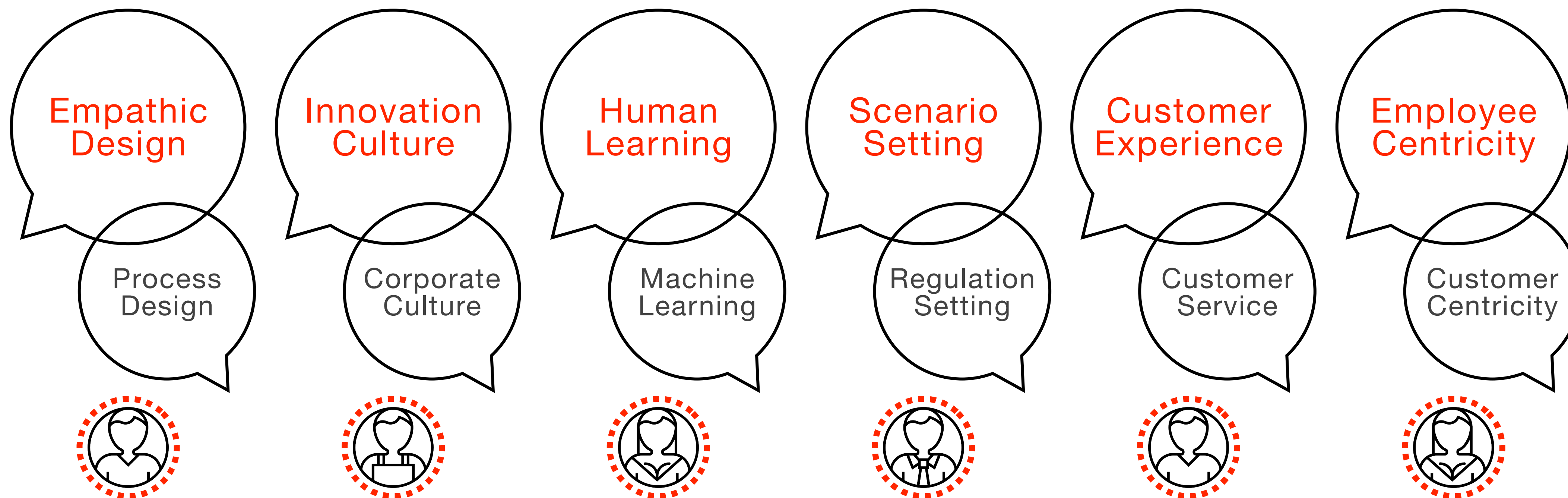
WHAT IF

| Design ออกแบบแผนภาพอนาคตธุรกิจ
What Work...? ร่างแนวคิดการพัฒนา และ
กำหนดแนวทางปฏิบัติ จัดลำดับ กิจกรรมสำคัญ

WHAT WORK

WORKSHOP OUTPUT SCENARIO

นำกระบวนการคิดเชิงออกแบบ (Design Thinking) เสริมความแข็งแกร่งให้กับการพัฒนาองค์กรเพื่อรองรับนวัตกรรม และกระบวนการสร้างสรรค์ธุรกิจใหม่ (New Venture Creation) ด้วยการศึกษากาจากทัศนคติความคิดในสภาวะความย้อนแย้ง “Paradoxical Learning Scenarios”



Innovation Design for Business **Method Card**



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#Innovation**DesignToolbox**

Source: iGTC CoLAB (2020)

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iGTC Design Flow

Action Learning Demo



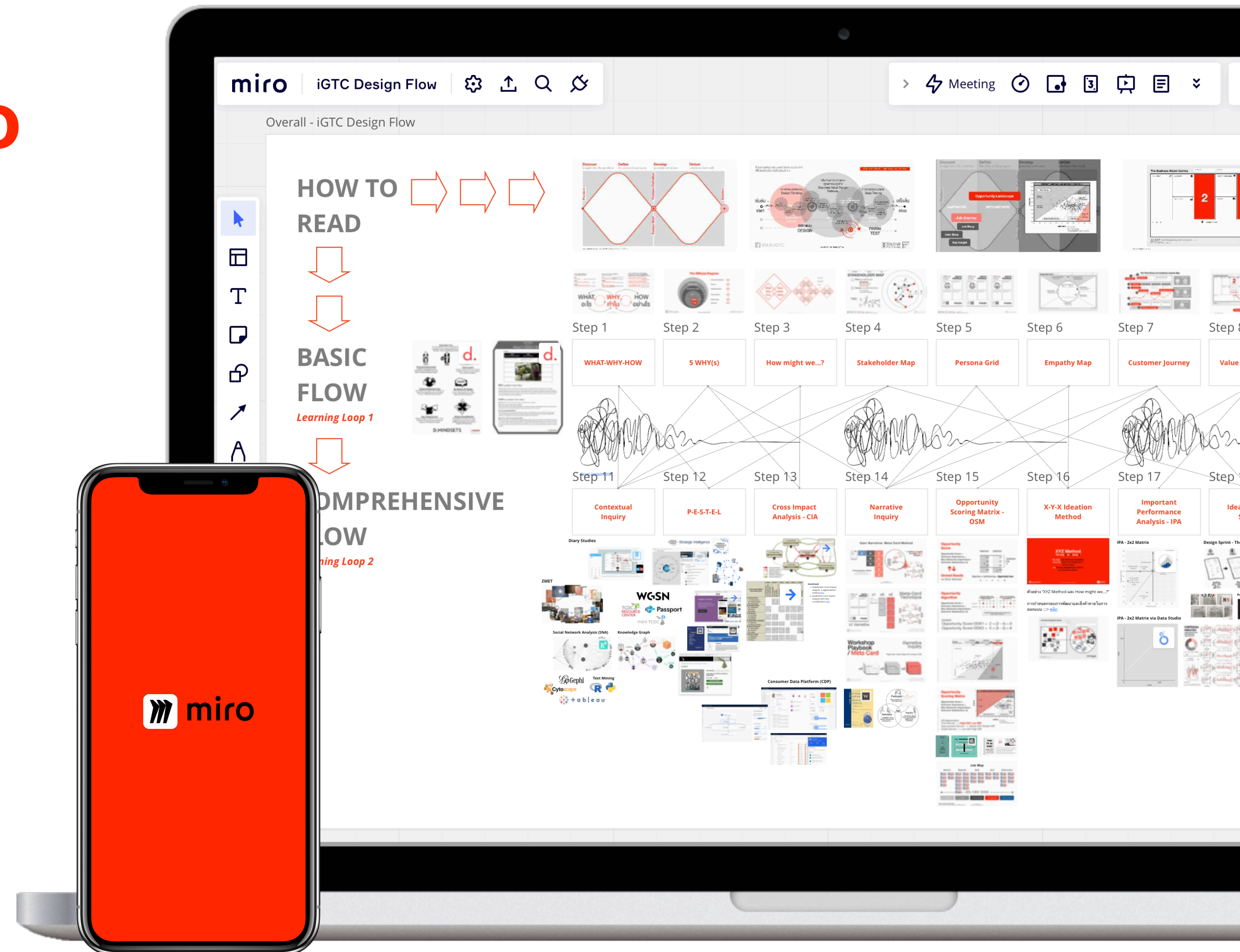
#InnovationDesignToolbox

Source: iGTC CoLAB (2022)

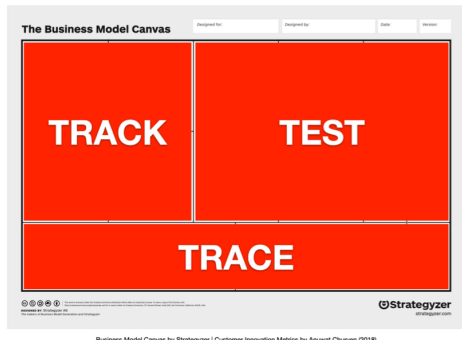
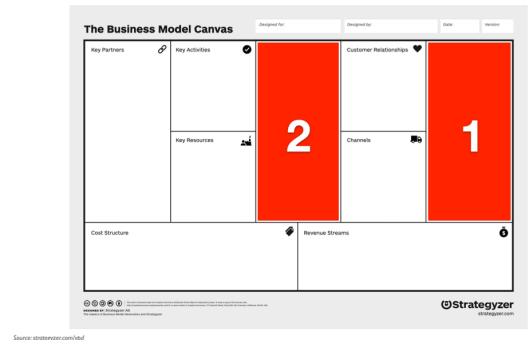
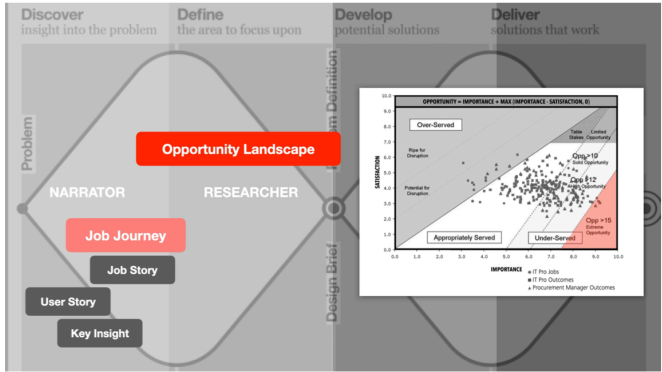
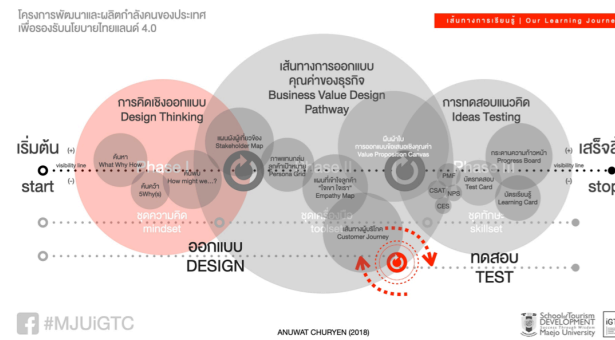
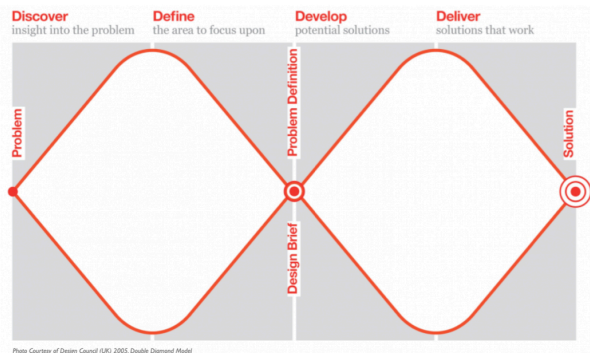
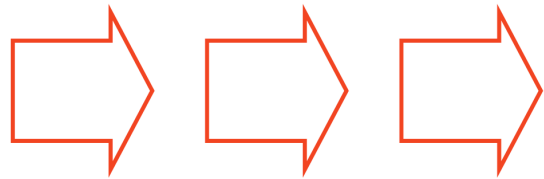


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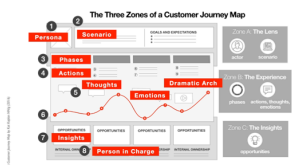
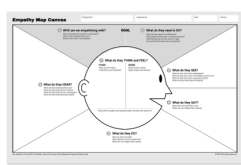
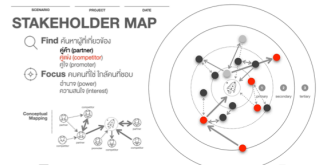
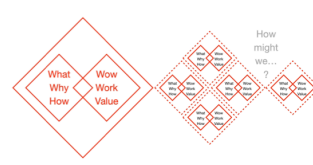
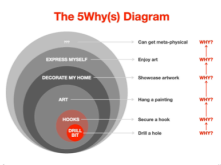
#iGTCCoLAB



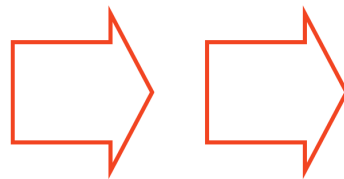
HOW TO READ



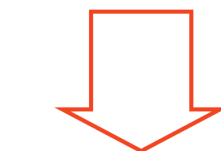
GRAY AREA - Our Mission is to prepare yourself into **Knowing the Unknowns** places practicing "Empathy", the foundation of a Human-Centred Design process. To empathise, you: **OBSERVE - ENGAGE - IMMERSE** what user encounters.



ITERATIVE FLOW

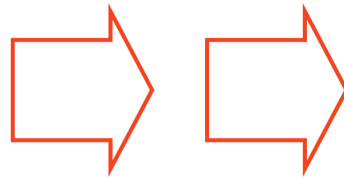


Learning Loop 1



COMPREHENSIVE FLOW

Learning Loop 2



WHAT-WHY-HOW

5 WHY(s)

How might we...?

Stakeholder Map

Persona Grid

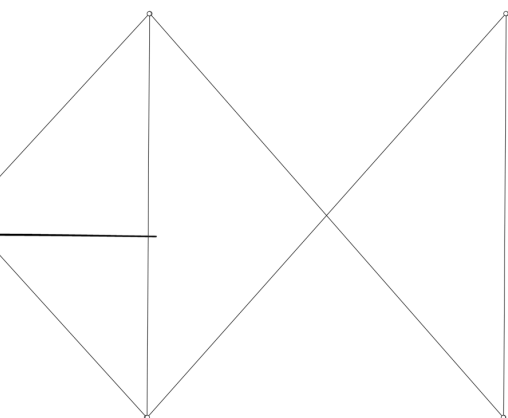
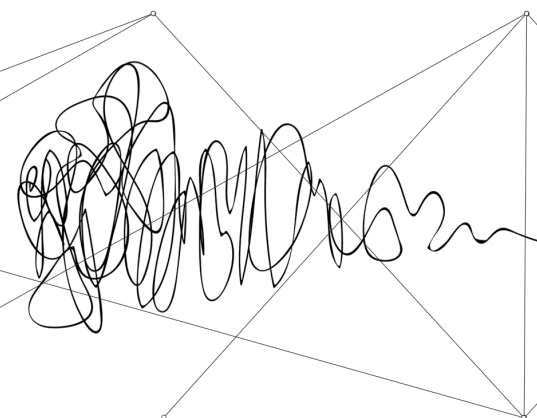
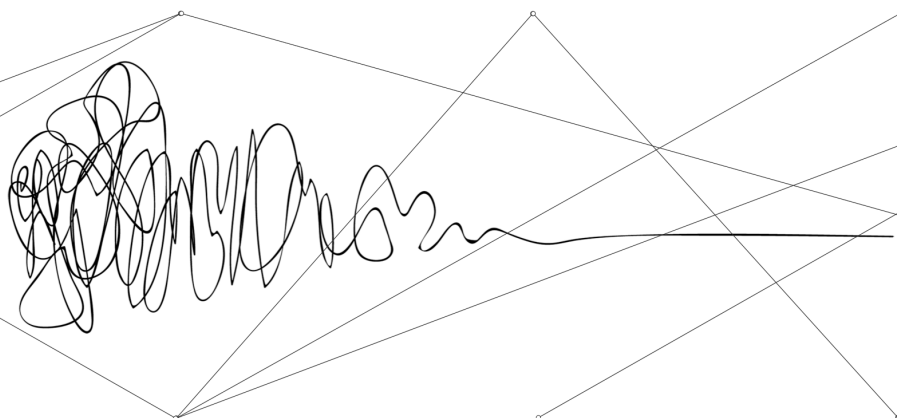
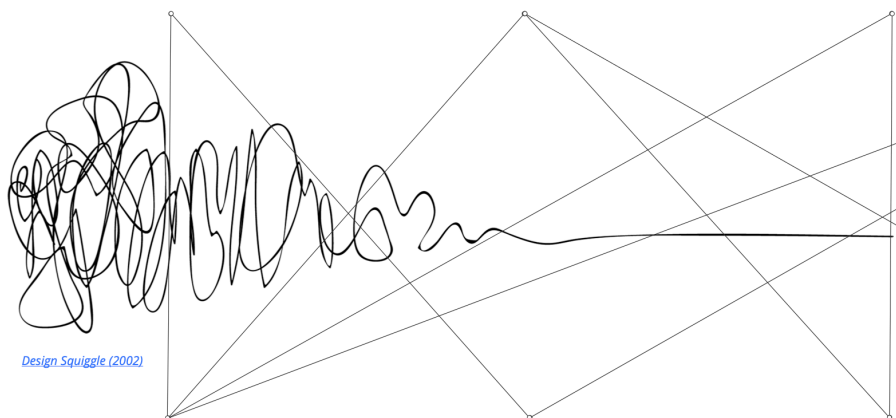
Empathy Map

Customer Journey

Value Proposition

Business Model

Idea Validation



Contextual Inquiry

Horizontal Scanning P-E-S-T-E-L

Cross Impact Analysis - CIA

Narrative Inquiry

Opportunity Scoring Matrix - OSM

X-Y-X Ideation Method

Important Performance Analysis - IPA

Idea-Solution Sketch

Choice Based Conjoint - CBC

TEST TRACK TRACE

Diary Studies



Strategic Intelligence



ZMET



Social Network Analysis (SNA)



Knowledge Graph



Text Mining



Consumer Data Platform (CDP)



Workshop Playbook / Meta Card



Narrative Inquiry



Job Map



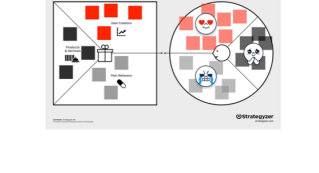
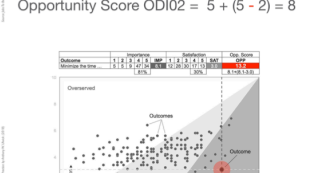
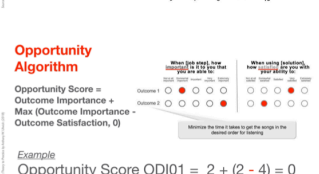
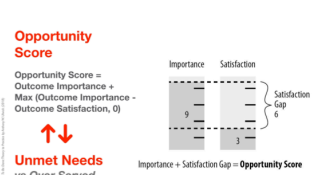
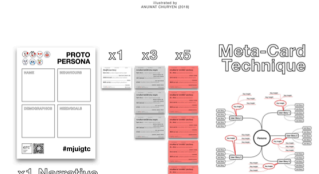
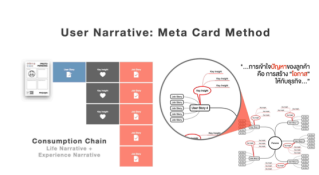
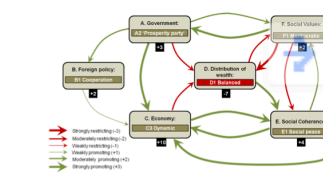
Job Map



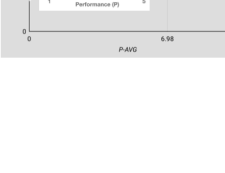
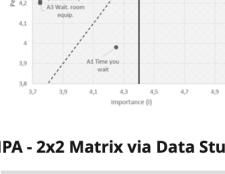
Job Map



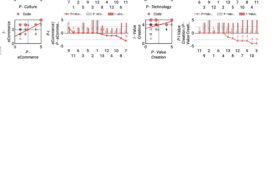
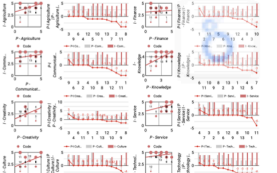
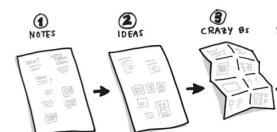
Job Map



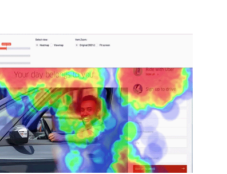
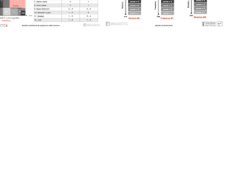
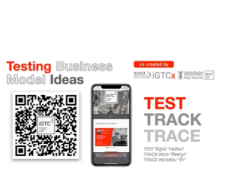
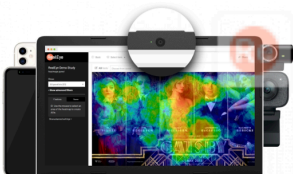
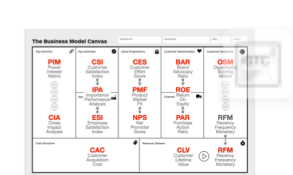
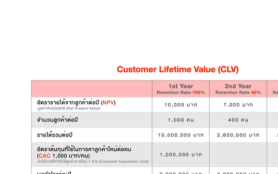
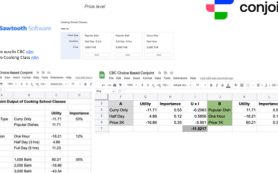
IPA - 2x2 Matrix



Design Sprint - The 4 Step Sketch



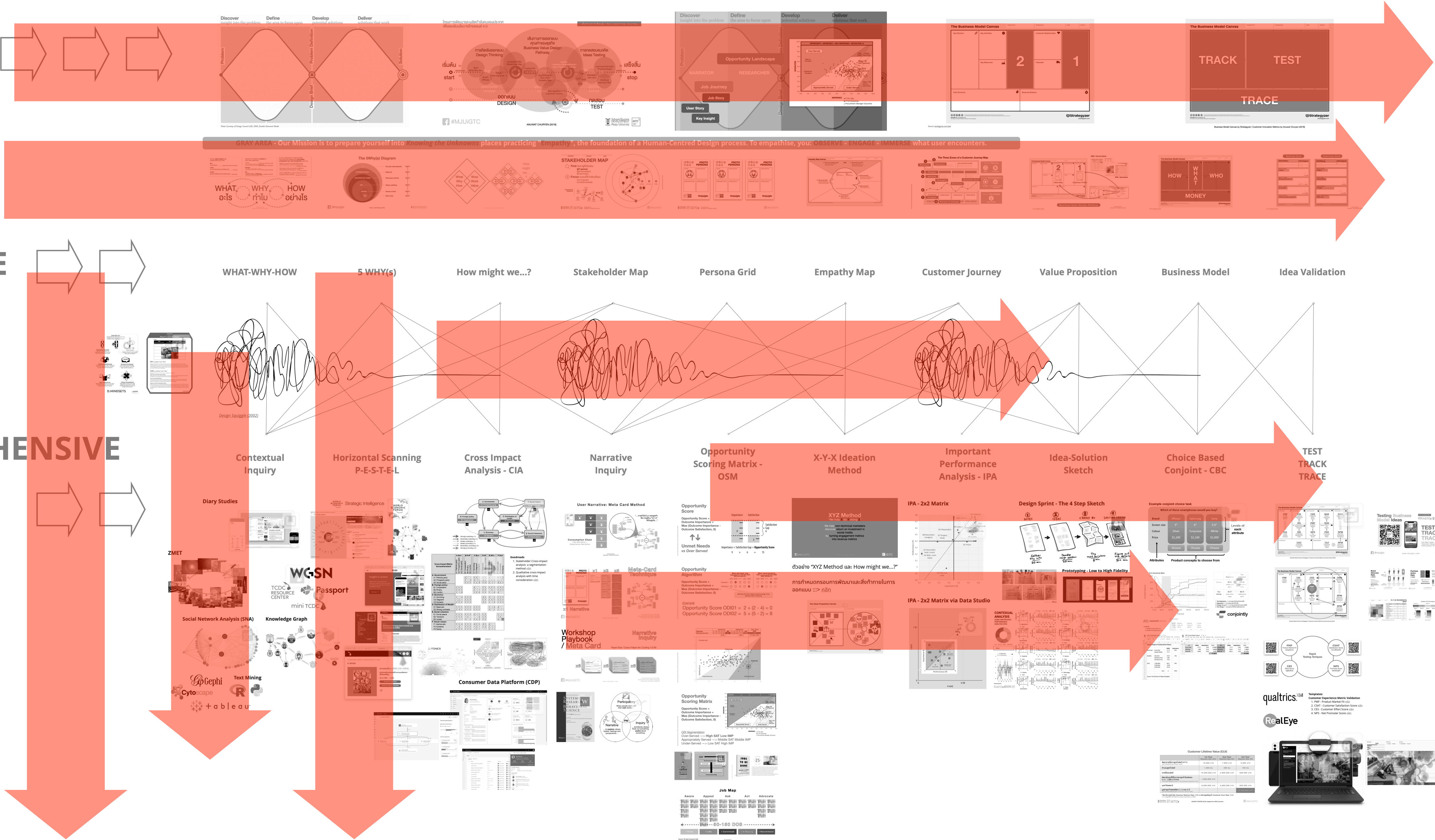
Example conjoint choice task



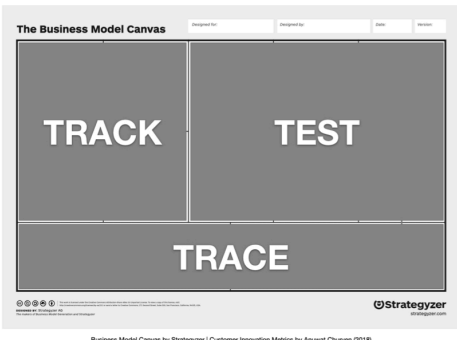
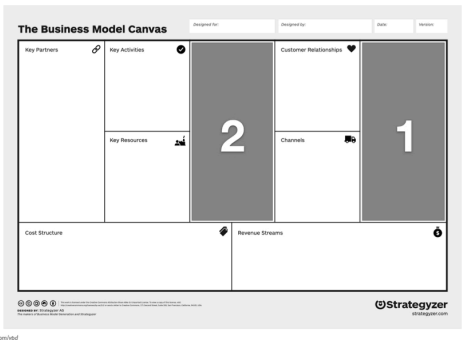
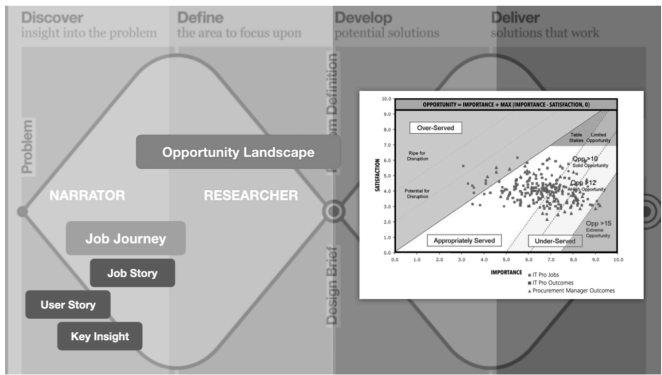
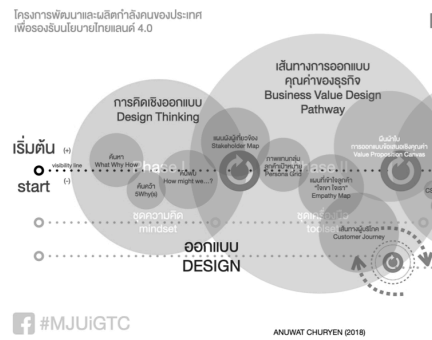
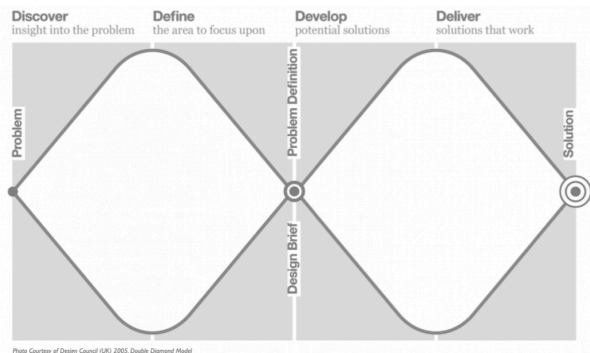
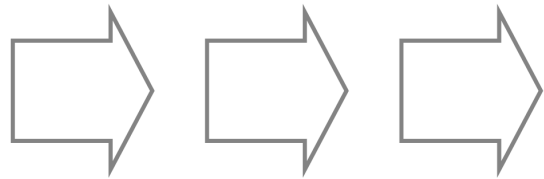
HOW TO READ

ITERATIVE FLOW

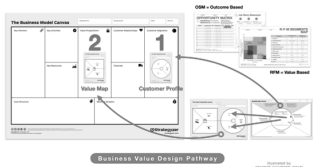
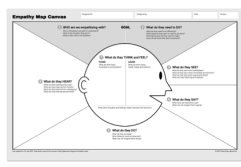
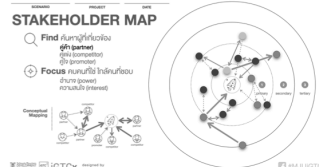
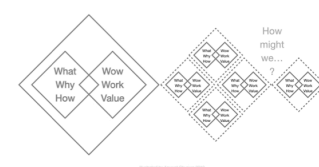
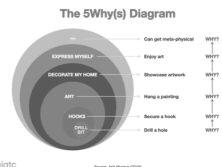
COMPREHENSIVE FLOW



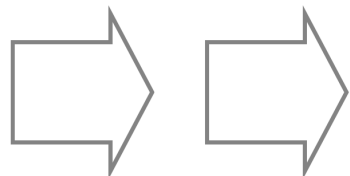
HOW TO READ



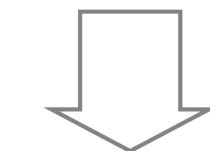
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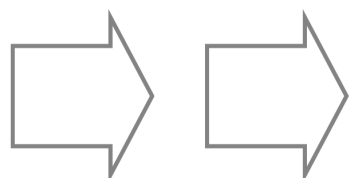
ITERATIVE FLOW



Learning Loop 1



COMPREHENSIVE FLOW



Learning Loop 2

WHAT-WHY-HOW

5 WHY(s)

How might we...?

Stakeholder Map

Persona Grid

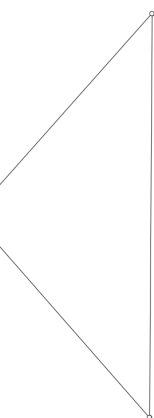
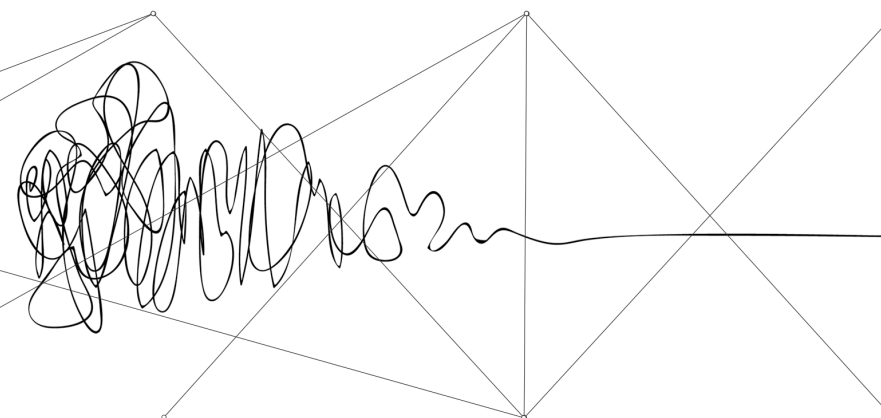
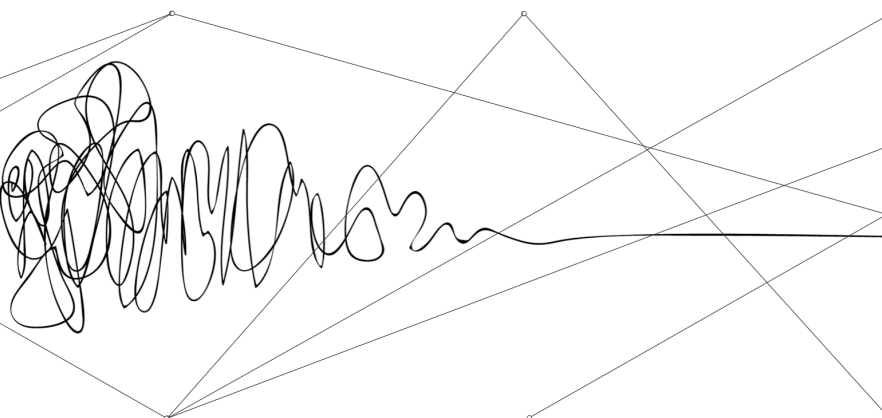
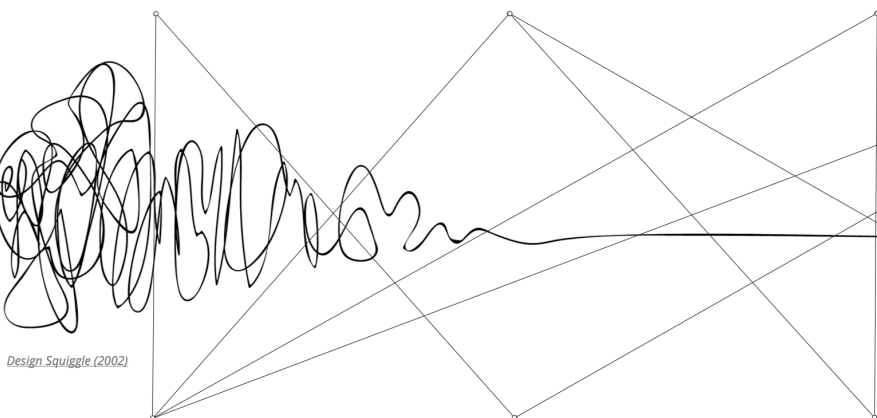
Empathy Map

Customer Journey

Value Proposition

Business Model

Idea Validation



Contextual Inquiry

Horizontal Scanning P-E-S-T-E-L

Cross Impact Analysis - CIA

Narrative Inquiry

Opportunity Scoring Matrix - OSM

X-Y-X Ideation Method

Important Performance Analysis - IPA

Idea-Solution Sketch

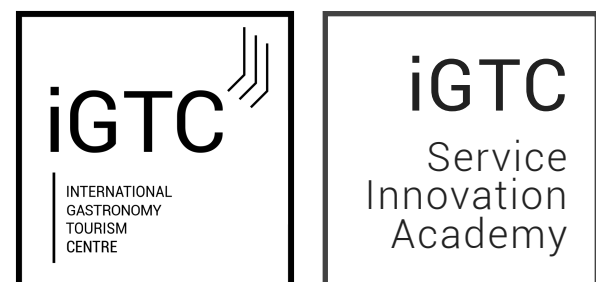
Choice Based Conjoint - CBC

TEST TRACK TRACE

A collage of various design and business process diagrams, including:

- Diagrams for 'Diary Studies', 'ZMET', 'Social Network', 'Knowledge Graph', 'Text Mining', 'CytoScape', and 'Tableau'.
- A large red circle highlighting a 'Data Platform (CDP)' diagram.
- A diagram titled 'WGSN' with 'TCDC RESOURCE CENTER' and 'Passport' logos.
- A diagram titled 'mini TCDC'.
- A diagram titled 'Data Platform (CDP)'.
- A diagram titled 'System Research Behavior Science'.
- A diagram titled 'Job Map'.
- A diagram titled 'XYZ Method'.
- A diagram titled 'IPA - 2x2 Matrix'.
- A diagram titled 'Design Sprint - The 4 Step Sketch'.
- A diagram titled 'Contextual Analysis'.
- A diagram titled 'Choice Based Conjoint - CBC'.
- A diagram titled 'TEST TRACK TRACE'.
- A diagram titled 'Customer Lifetime Value (CLV)'.
- A diagram titled 'qualtrics'.
- A diagram titled 'RealEye'.

ONLINE RESOURCES for Self-Paced Learning



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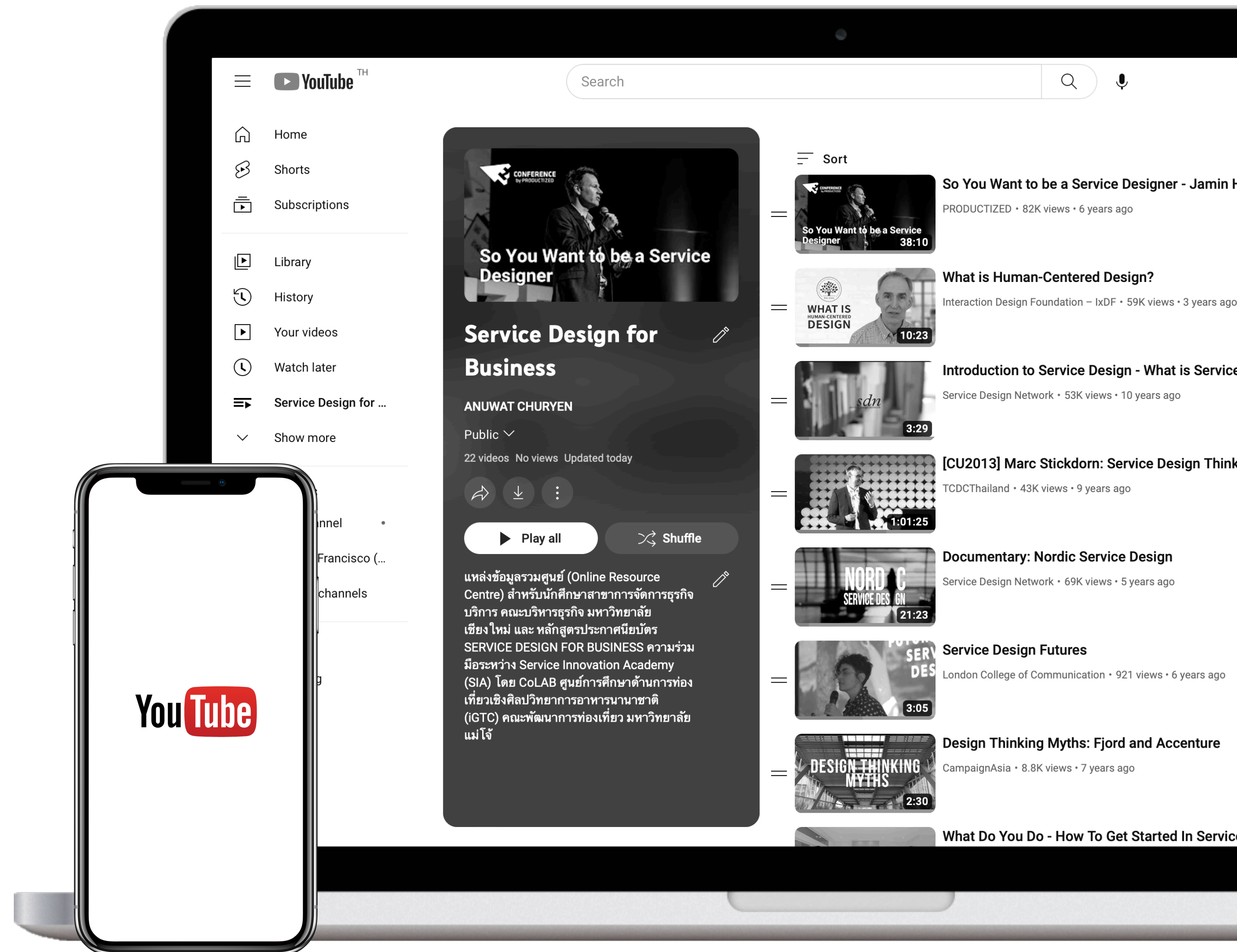
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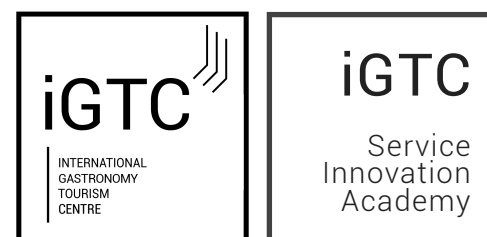


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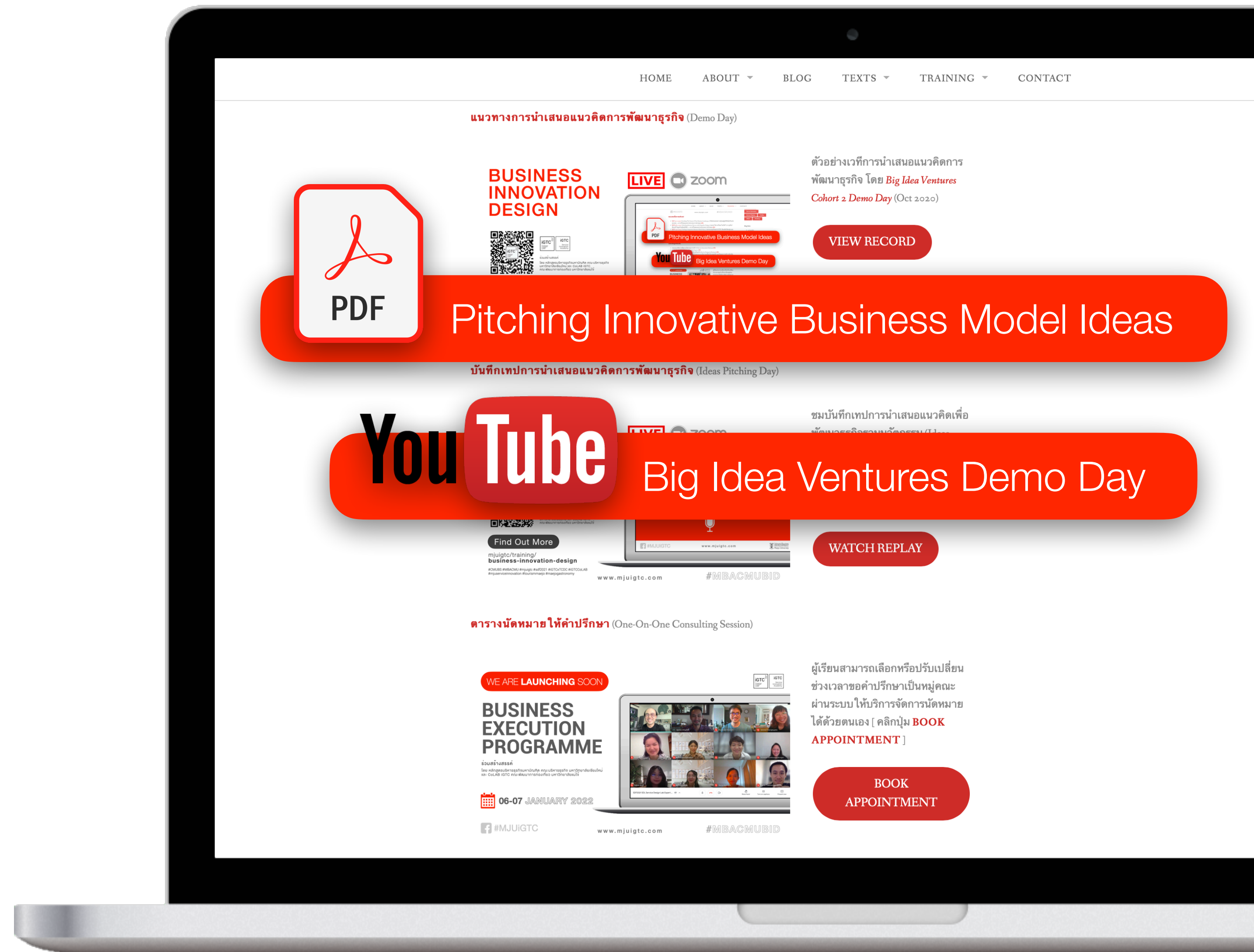
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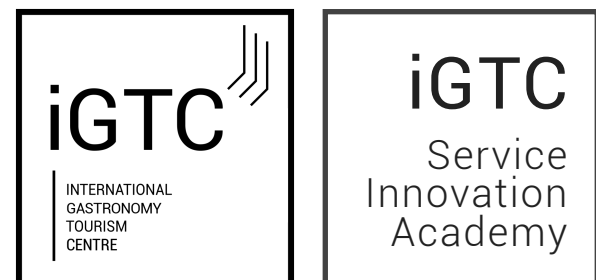


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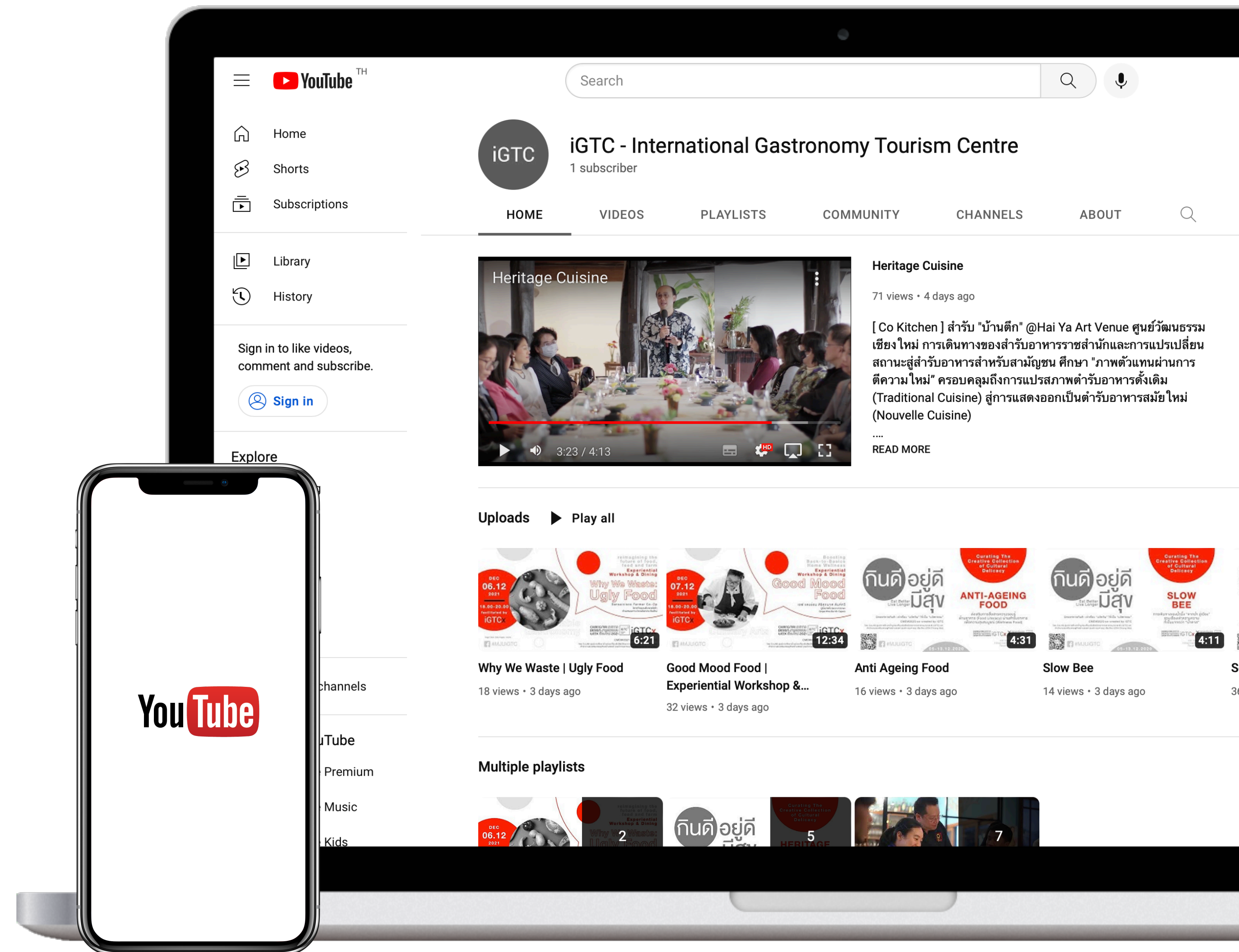
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