

Product, Service and Process Design 1 day

A one-day introduction to designing products, services and processes right first time.

We spend much of our working lives fixing products, services and processes that fail to meet customer needs or operational requirements. Wouldn't it be better to design them right from the start? This one-day course introduces Design for Six Sigma (DfSS) and Design Thinking, providing practical methods to identify customer requirements, translate them into robust designs, and reduce costly rework later in the lifecycle.

Our programme explores how Design for Six Sigma (DfSS) and Design Thinking can be combined to create products, services and processes that are right first time, and gives you practical tools to apply straight away. It is ideal for Continuous Improvement practitioners and complements the skills of Green Belts, Black Belts and Lean Practitioners. It suits delegates from both product and service-based organisations, and forms one of the constituent modules of Catalyst's Business Black Belt programme.

What You'll Learn

By the end of this programme, you will be able to:

- Describe the Design for Six Sigma approach and the benefits it delivers
- Apply Design Thinking and iterative, double-diamond development to design challenges
- Align design methods with your organisation's existing design process
- Capture and translate the Voice of the Customer into clear requirements
- Use core tools such as Requirements Flowdown, Lean Process Design and FMEA
- Contribute confidently as an effective member of a design team

Delivery Format

- Available as virtual open classroom session
- Offered as in-company training (on-site or virtual), tailored to needs
- Can be taken as a standalone course or integrated into a wider improvement qualification

Accreditation

- Contributes to BQF accredited Business Black Belt certification
- Worth 8 CPD points

Who Should Attend?

- Continuous Improvement practitioners looking to add design capabilities to their skillset
- Green Belts, Black Belts and Lean Practitioners seeking to extend their impact upstream into design
- Product designers and engineers involved in new product development
- Service designers and managers responsible for customer experience and service delivery
- Process owners and operations professionals aiming to design more effective, efficient workflows
- Project managers involved in innovation, transformation or development initiatives
- Quality professionals focused on prevention rather than correction
- Anyone involved in designing or improving products, services or processes who wants to get it right first time

Why Choose This Course?

This course adds a valuable design dimension to existing improvement skills, Delegates learn how to ensure products, services and processes are designed around genuine customer requirements rather than assumptions. By translating customer needs into measurable design criteria, organisations can reduce development risk, improve customer satisfaction, accelerate adoption and minimise the cost of redesign and corrective action. Delegates leave with a practical toolkit they can use immediately on new products, services and processes.

The programme can be taken as a stand-alone module or as part of the Business Black Belt.

Course Content

An overview of the programme:

<p>Introduction to Design for Six Sigma</p> <ul style="list-style-type: none"> • The DfSS approach • Benefits of DfSS 	<p>Alignment with existing design process (if applicable)</p> <p><i>This content will be customised, depending on the existing design processes in use</i></p>	<p>Tools included:</p> <ul style="list-style-type: none"> • Voice of the Customer • Requirements Flowdown (including House of Quality) • Lean Process Design • FMEA (Design and Process) • Robustness and Reliability • Design for X • Measurement Systems Analysis
<p>Introduction to Design Thinking</p> <ul style="list-style-type: none"> • Iterative Development • Double Diamond Thinking • Prototypes 	<p>Overview of Waste and Variation</p> <ul style="list-style-type: none"> • Variation • Types of Work 	
<p>Combining DfSS and Design Thinking</p> <ul style="list-style-type: none"> • Alignment of approaches • Available frameworks 		

Why Choose Catalyst?

Catalyst delivers results, not just services. We blend consulting, coaching, training, and AI-powered tools into a seamless support system that meets teams where they are, developing capability at every level.

Thousands trust us to support their learning and Continuous Improvement journeys – we’ve specialised in Lean Six Sigma Training and Consultancy for over 30 years. We’re known for sharing our knowledge in an accessible and interactive way. Look no further for relevant, relatable content, built by experts and accredited by the British Quality Foundation and the Lean Competency System (LCS). We are the BQF’s primary Lean Six Sigma partner and recommended by the Chartered Quality Institute.