



Breakthrough Lab

Design Factory Melbourne

Breakthrough Lab

🕒 3-6 weeks * 📍 Face-to-face

*Projects can range from three to six weeks, depending on your needs, and can be delivered at your premises or in the Design Factory Studio. Contact DFM for more info and for a quote.

Learn how to tackle your organisation's innovation challenges – from finding new market opportunities and defining your competitive advantage, to understanding your customers and building better solutions for them.

Develop your strategy to build, test, and learn in real time, alongside your customers, with Design Factory Melbourne's (DFM's) Breakthrough lab.

Draw on DFM's proven methodology and expertise across design, technology development, and business strategy, to uncover where to play in new markets, how to win with new products and services, and how to navigate ambiguity and complexity as you build. Think of the Breakthrough lab as your sandbox to mitigate business risk, lower development costs, and test ideas early to validate product-market fit before you invest your time and money in development.

Work and collaborate closely with DFM's interdisciplinary team to arrive at an impactful, tangible outcome that's good for your customers and great for your business.

When it comes to innovation, one size doesn't fit all, which is why this course is tailored to your organisation's needs.



Discover more at swi.nu/breaklab

Course highlights

- Undertake opportunity mapping
- Build user empathy
- Learn rapid concepting and prototyping techniques
- Undertake usability testing and iteration
- Develop innovation capabilities

Who should attend?

Progressive organisations who are investing in exploring new markets or developing a competitive edge in market.

Learning objectives

Through this course participants will develop the skills and knowledge to:

- Validate market opportunities with supporting data
- Scale capability and test commercial viability with roadmaps
- Form high-fidelity concepts to bring ideas to life
- Complete user-testing and product validation
- Create actionable product recommendations
- Understand the details of the innovation process undertaken

What you can expect

- To work closely with DFM to arrive at an impactful, tangible outcome for your organisation
- Access to wide-ranging expert knowledge from an interdisciplinary team
- To test and validate ideas before they go to market
- Flexible delivery (on your premises or the Design Factory Studio)
- A participant course training manual

Pre-course work

No previous experience is required for this course.



Breakthrough Lab

Swinburne Design Factory Melbourne

Swinburne Design Factory Melbourne (DFM) is a world-leading innovation lab, the third founding Design Factory in a network of global partners – and the first in the southern hemisphere. A team of sector-agnostic, interdisciplinary experts, DFM unpacks your organisation's complex problems using design thinking, converts your ideas into tangible concepts, and operates as a sandbox to mitigate risk, test ideas, explore customer segments, and expand the market. It also connects your organisation to Swinburne's research ecosystem.

For further information, contact us on DFM@swinburne.edu.au





Contact us

✉ DFM@swinburne.edu.au

📍 swinburne.edu.au/design-factory-melbourne/

