# Insurance Product Innovation and Design Thinking Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Insurance | **Duration** | 10 Days |
| **Base Fee** | $3,000 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

In today's fast-evolving digital landscape, the insurance sector must shift from traditional risk models to customer-centric and tech-driven innovation. Training Course on Insurance Product Innovation & Design Thinking equips participants with transformative tools to reimagine insurance products for the modern customer. With a focus on ideation, rapid prototyping, behavioral economics, AI integration, and market disruption, professionals will master techniques for sustainable innovation and gain competitive advantage in the InsurTech-driven economy.

Through immersive design thinking frameworks, participants will explore user journey mapping, empathy development, and product-market alignment strategies. Whether you're a product manager, underwriter, actuary, or marketing strategist, this course empowers you to build scalable, customer-focused insurance solutions. Case studies, real-world simulations, and group sprints ensure experiential learning aligned with industry needs.

## Programme Curriculum

**Insurance Product Innovation and Design Thinking Training Course**

**Introduction**

In today's fast-evolving digital landscape, the insurance sector must shift from traditional risk models to customer-centric and tech-driven innovation. Insurance Product Innovation and Design Thinking Training Course  equips participants with transformative tools to reimagine insurance products for the modern customer. With a focus on ideation, rapid prototyping, behavioral economics, AI integration, and market disruption, professionals will master techniques for sustainable innovation and gain competitive advantage in the InsurTech-driven economy.

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and group sprints ensure experiential learning aligned with industry needs.

**13 Objectives with Trending Keywords**

1. Understand disruptive innovation in insurance product development
2. Apply design thinking to solve complex insurance customer problems
3. Analyze behavioral economics to improve policyholder engagement
4. Integrate AI and data analytics into insurance product design
5. Implement agile methodologies in product development cycles
6. Evaluate product-market fit for niche insurance products
7. Develop customer personas to personalize insurance offerings
8. Use empathy mapping to optimize policyholder experience
9. Conduct rapid prototyping and iterative testing for insurance innovations
10. Leverage InsurTech and blockchain for product differentiation
11. Identify emerging risks and design responsive products
12. Collaborate cross-functionally using human-centered innovation
13. Navigate regulatory considerations in digital insurance offerings

**Target Audiences**

1. Product Managers
2. Actuarial Analysts
3. Underwriters
4. Insurance Executives
5. Claims & Policy Officers
6. Customer Experience Managers
7. Innovation Consultants
8. FinTech & InsurTech Entrepreneurs

**Course Duration:** 10 days

**Course Modules**

**Module 1: Foundations of Insurance Product Innovation**

- Understand product development stages
- Key innovation models in insurance
- Customer need identification
- Competitive landscape analysis
- Trends in digital insurance
- **Case Study:** Lemonade’s disruption in renters' insurance

**Module 2: Introduction to Design Thinking**

- Define the five stages of design thinking
- Empathy and customer research
- Ideation strategies
- Iterative problem-solving
- Importance of human-centered design
- **Case Study:** Allianz's use of design thinking in product redesign

**Module 3: Customer-Centric Product Design**

- Building customer personas
- Journey mapping techniques

- Value proposition design
- Tailoring microinsurance products
- Co-creation with customers
- **Case Study:** Discovery Vitality's behavioral model in health insurance

**Module 4: Behavioral Economics in Insurance**

- Decision science basics
- Nudging strategies
- Risk perception analysis
- Customer incentive models
- Loss aversion and default options
- **Case Study:** Swiss Re’s behavioral insights to reduce lapse rates

**Module 5: Digital Transformation in Insurance**

- InsurTech ecosystem overview
- Cloud computing and automation
- Mobile-first product designs
- Digital onboarding innovations
- Real-time claims management
- **Case Study:** ZhongAn’s fully digital insurance model

**Module 6: AI & Data-Driven Innovation**

- Predictive analytics in insurance
- Customer segmentation with ML
- Chatbots for customer service
- Fraud detection tools
- Product pricing optimization
- **Case Study:** Metromile’s AI-powered auto insurance

**Module 7: Rapid Prototyping & MVPs**

- Building and testing MVPs
- Prototyping tools and techniques
- Testing product hypotheses
- Collecting customer feedback
- Iterative improvements
- **Case Study:** AXA’s quick launch of cyber insurance MVP

**Module 8: Agile Insurance Product Development**

- Scrum and Kanban principles
- Sprint planning for innovation
- Minimum viable compliance
- Stakeholder collaboration
- Cross-functional teams
- **Case Study:** Munich Re’s agile transformation journey

**Module 9: Blockchain Applications in Insurance**

- Smart contracts in claims
- Policy verification with blockchain
- Reducing fraud using DLT
- Peer-to-peer insurance models

- Transparency in transactions
- **Case Study:** B3i’s blockchain insurance consortium

**Module 10: Regulatory Design Thinking**

- Understanding compliance by design
- Regulatory sandbox innovation
- Customer data protection
- Adapting to GDPR and local laws
- Innovation within constraints
- **Case Study:** UK FCA’s RegTech initiatives in insurance

**Module 11: Designing Inclusive Insurance Products**

- Financial inclusion strategies
- Products for underserved populations
- Gender-sensitive insurance
- Mobile-based microinsurance
- Inclusive pricing models
- **Case Study:** BIMA’s mobile microinsurance success

**Module 12: Sustainability & ESG Insurance**

- ESG principles in insurance
- Climate risk product design
- Sustainability reporting
- Carbon offsetting policies
- Green claims innovation
- **Case Study:** Swiss Re’s sustainability-linked insurance

**Module 13: Strategic Product Positioning**

- Market entry strategies
- Differentiation frameworks
- Pricing and bundling tactics
- Partner ecosystems
- Branding innovation
- **Case Study:** Trov’s on-demand insurance strategy

**Module 14: Omnichannel Distribution Innovation**

- Digital vs traditional channels
- Embedded insurance models
- APIs and partner integrations
- Seamless CX across channels
- Self-service platforms
- **Case Study:** Slice Insurance’s platform-first distribution

**Module 15: Future Trends in Insurance Innovation**

- Parametric insurance rise
- AI-driven underwriting
- Subscription-based insurance
- Real-time personalization
- Predictive customer needs
- **Case Study:** Cover’s adaptive insurance recommendations using AI

**Training Methodology**

- Interactive lectures with multimedia presentations
- Real-world case study analysis
- Group activities and peer collaboration
- Design thinking workshops and sprints
- Prototyping labs with feedback sessions
- Self-paced learning resources and assessments

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 04 Dec 2026 | Online | $2,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $3,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 04 Dec 2026 | Physical | $9,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

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