

The Impact of UX Design Thinking on Business and Organizational Structure

Guest speaker: M. Kyoya / UI/UX Designer, Voicy Inc.



You may often hear the term “UX Design”, but what does it truly mean? Why is UX Design considered in the world of business? The concept started to be used roughly a decade ago, and its definition has been steadily expanding ever since. In this class, drawing from my experience as a founding member of a startup, I will specifically discuss how UX Design Thinking has contributed to the establishment of company structure and the launch of new ventures. We’ll dive deep into how prioritizing UX can bolster the growth of both an organization and its business. In the latter part of the class, I welcome any questions you may have. Based on these, we will have a discussion and jointly explore the true value of UX Design.

【Date & Venue】

24/JUL (Mon) 18:30-20:30

@Room S4-202, Ookayama



[<https://corp.voicy.jp/company/>](https://corp.voicy.jp/company/)

Although any of Tokyo Tech students, graduates or undergraduates, can apply the program, we will stop accepting applications once all the seats are taken.

【For details/Applications】→



【Inquires】

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