

Insurance Product Innovation and Design Thinking Training Course

Professional Development Training Course Outline

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

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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.com 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
07 Sep 2026	18 Sep 2026	Physical	\$3,000
14 Sep 2026	25 Sep 2026	Physical	\$3,000
21 Sep 2026	02 Oct 2026	Physical	\$3,000
28 Sep 2026	09 Oct 2026	Physical	\$3,000
05 Oct 2026	16 Oct 2026	Physical	\$3,000

Start Date	End Date	Location	Price
12 Oct 2026	23 Oct 2026	Physical	\$3,000
19 Oct 2026	30 Oct 2026	Physical	\$3,000
26 Oct 2026	06 Nov 2026	Physical	\$3,000

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

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