



DESIGN SPRINT CERTIFICATION



CPDSC™ Version 012022

CertiProf®

Design Sprint Certification CPDSC™

Syllabus V012022

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Introduction

The CertiProf Design Sprint Certification CPDSC™ endorses your knowledge, expanding your repertory and “utility belt”, so you can quickly develop innovative solutions.

Design Sprint is a method originally created at Google Ventures to be completed in 5 days. The technique evolved into Design Sprint 2.0, running in 4 days, but keeping the same user-centric approach to problem solving.

CPDSC™ is based on practical application to the development of solutions, whether product, service or problem solving, based on Design Thinking and agile methodologies.

The knowledge acquired can be immediately applied to the initiatives someone works on, to obtain tangible results at the end of 4 days, understanding how to accelerate more the learning and innovation cycle of your organization.

Objectives

- Contribute to deliver what add value
- How to decide which problems to solve first
- How to produce a large number of solutions to any problem
- Tools and techniques on how to create and test prototypes of products / services in just 4 days
- How to test, validate and iterate on your prototype
- How to make the best decisions under time pressure
- Valuable tips on how to moderate and facilitate a sprint on initiatives you participate in

Exam Format and Duration

This study program has an exam in which the candidate must achieve a score to obtain the certification in Design Sprint Certification CPDSC™.

- Format: Multiple choice
- Questions: 40
- Language: English/Portuguese
- Pass Score: 32/40 or 80 %
- Duration: 60 minutes maximum
- Open book: No
- Delivery: This examination is available online
- Supervised: it will be at the discretion of the Partner

Eligibility for Certification

Open to the public, especially people working in innovation, product development or creating innovative solutions, agilists, project managers, startups, enthusiasts or curious people, and who want to know an effective method to get results in less than a week.

Content

Module 01 Introduction

- The Importance of a Mindset for Innovation
- But do we have the creative mindset?
- Educational Model Literally “Shape”
 - Traditional Management Punishes Mistakes, Inhibits Experimentation and Kills Innovation!
- Fail Fast, Learn Faster!
- Iteration and Collaboration
- Combining Approaches
- Lean
- Lean + Agile = Effectiveness
- Design Thinking
- Innovation Focused on the Human Being!
- Desirability + Viability + Feasibility = Delivery of Value
- Combining Design Thinking, Lean Startup and Agile
- 3 Grouped Mindsets
- Lean Startup
- MVP (Minimum Viable Product)
- The MVP Must Deliver the Full Experience!
- Value Since The First Delivery!

Module 02 Introduction to Design Sprint

- Design Sprint
- Design Sprint: What is it?
- Design Sprint – When to use?
- Design Sprint and Design Thinking Steps
- Design Sprint
- Design Sprint – When do NOT use?
- Prototype x MVP x Product

Module 03 Design Sprint 2.0

- Design Sprint
- Design Sprint 2.0
- Design Sprint 2.0 Agenda
- Go Out Into the World and Seek Experiences
- War Room
- Design Sprint Roles

Day 01 - Starting Work
Day 02 - Let's Tell the Story
User Test Flow
Storyboard
Day 03 - Hands On
Day 04 - Face to Face With Users
Launched the Product?
Sources / References