DESIGN THINKING
PROFESSIONAL CERTIFICATE

CertiProf®

Syllabus V022020

Introduction

Design Thinking Professional Certificate, provides a detailed understanding of key concepts and definitions to improve your interaction with the user experience. **CertiProf®** covers five key phases to be a Design Thinker: empathize, define, ideate, prototype and evaluate, which helps organizations to create useful proposals that adapt to the real needs of people; allowing them to expand the service portfolio, consolidate brand and improve results. Learn to gather ideas from multiple disciplines in a trial-free environment, which will provide a wider range of ideas.

Become a Design Thinker with empathy, focused on the human being, collaborative, experimental and optimistic, qualities that will help you to use assertive resources so that the selected idea is successful.

Objectives

- Learn to choose the right problem and frame it, in creative solutions.
- Practice the phases of Design Thinking
- Understand the key concepts of innovation.

Certification Exam

This study program has an exam in which the candidate must achieve a score to obtain the certification in Design Thinking Professional Certificate (DTPC®).

- Format: Multiple choice.
- Questions: 40.
- Language: English/Spanish/Portuguese.
- Pass Score: 24/40 or 60 %
- Duration: 60 minutes máximum.
- Open book: No.
- Delivery: This examination is available online.
- Supervised: It will be at the Partner's discretion.

Eligibility for Certification

Anyone interested in expanding their knowledge in Design Thinking and want to implement new tools to plan and organize the components of a service, to improve their interaction with the user experience.

Content

Empathy

- Empathy
- Definition of Empathy
- Empathy Mapping
- Person Method
- Actors Map
- Observation
- Research Skills
- Asking the right questions?
- Journey Maps Technique
- Creating a Customer Journey
- Interview Technique
- Research

Define

- Define
- Problem Definition
- Point of View (POV)
- Good Points of View (POV)
- Create Mind Maps
- How Might We? (HMW)
- Critical Reading Checklist
- Affinity Diagram Technique

Ideation

- Ideated
- Ideation
- 7 Rules of Idea Generation
- Brainstorming
- What if method? (What If...?)
- Brain Dump
- Reverse Brainstorming
- SCAMPER
- Prioritization Technique

Prototype

- Prototype
- Why Prototyping?
- What are they for?
- Storyboard Technique
- Lego

Evaluate

- Evaluate
- Why evaluate?

How to evaluate?
Focus Group Techniques
Usability Testing

Certification

Certification
Design Thinking
Recommended Links