



# DESIGN THINKING

## PROFESSIONAL CERTIFICATE



DTPC® Version 012020

## Design Thinking Professional Certificate DTPC<sup>®</sup>

### Syllabus V012020

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## 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 máximo.
- 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

### Introduction

- What is Innovation?

- Innovation

- Innovation in Services

- Product Innovation

- Process Innovation

### Digital Age

- Digital Transformation

- Related Concepts

- Disruptive Transformation Examples

### Benefits of this Certification

- Benefits of this Certification

### Connections with Design Thinking

- What is Lean?

- What is Agile?

- How do they connect?

### Key Definitions

- What is a Model?

- What is a Framework?

- What is a Technique?

- What is a Methodology?

### Design Thinking

- What is Design Thinking?

- Design Thinking Features

### Design Thinking Phases

- Design Thinking Phases

Empathize

Define

Prototype

Evaluate

High Level Example of DT Phases

Behavior of Possibilities

Thinking Process

Number of Methods

7 Key Attributes of Design Thinking

Multidisciplinary Teams

Optimistic Mindset

Conceptualization

## **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