

DESIGN THINKING (CM-DTC)

Syllabus

Our goal at CertMind is to certify the skills of professionals who perform in the context of Technology. To achieve this, we seek to ensure that professionals demonstrate their skills and knowledge by applying an International Certification Exam.

The purpose of **design thinking certification** is to demonstrate that the professional has a practical understanding of the steps of the innovation process proposed by Design Thinking, so that the professional can apply it for the creation and / or improvement of products and services or in the resolution of business problems, maintaining the focus towards the customer / user.

Who should take this test?

This exam is ideal for people or teams interested in leveraging innovation, creativity and digital transformation capabilities to create end-user-focused products and services.

Roles such as: Entrepreneurs and business managers, marketing and sales managers, business linemenagers or strategic units, project managers/leaders, among others.

Recommended training time

16 hours, segmented into 4 sessions of approximately 4 hours.

Certification Exam Format

- **Type:** 40 question exam, multiple choice and single answer.
- **Running time:** 60 minutes.
- **Minimum note to approve:** 28/40 or 70%.
- **Additional time:** If the professional does not take the exam in their native language, they will have an additional 15 minutes and is also allowed to use a dictionary.
- **Pre-requis:** It is highly recommended that the professional attend a formal design thinking training and also have knowledge in innovation processes and business problem solving.
- **Supervision:** Yes.
- **Open book:** No.
- **Mode:** Available online only.
- **Renewal of certification:** No.



DESIGN THINKING (CM-DTC)

Syllabus

In order to ensure that the professional has the minimum skills and knowledge that can be applied in a real environment, the review addresses the following topics:

Module 1: Introduction

In this module, the professional will understand the context of Design Thinking and how it is applied in companies, in addition to understand the impact of digital transformation, innovation and creativity on the design of products and services, and the resolution of business problems..

- 1.1. Contextualization and evolution of Design Thinking
- 1.2. Digital transformation, innovation and technology
- 1.3. Creativity and problem solving
- 1.4. The designer's method
- 1.5. Visual management

Module 2: Design Thinking Steps

In this module, the professional will understand the steps for the Design Thinking method, and develop the skills needed to apply Design Thinking to the real needs of a company through the use of tools and techniques.

- 2.1 Empathize and Define (Understand the Customer)
- 2.2 Ideate and Prototyping (Exploration)
- 2.3 Evaluate and Deploy (Materialization)
- 2.4 Tools and techniques for Design Thinking

Module 3: Customer Experience

In this module, the professional must understand the strategic vision of the customer experience in the business context, to identify opportunities for improvement and design a strategy that responds to the needs and expectations of the company and the customer.

- 3.1 Customer experience
- 3.2 Innovation processes
- 3.3 Innovation techniques

