Course : Design Thinking, PDGO-DT certification

ProductDesignGuides.org RS 6636 certification
Practical course - 2d - 14h00 - Ref. STK
Price : 1720 € E.T.

★★★★★ **5 / 5**

(Nouvelle édition)

Entreprendre, innover et transformer Le "design thinking sprint" valide une proposition de valeur via empathie, itération, prototypage et test. L'atelier enseigne à pratiquer et répliquer ce sprint pour entreprendre, innover et transformer vos projets. Ce cours prépare à la certification "PDGO-DT, Design Thinking".

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand and formulate the challenge.
- ✓ Observe and gain empathy by interviewing users.
- ✓ Identify the persona's critical needs.
- ✓ Brainstorming solutions using ideation techniques
- ✓ Making solutions tangible in prototyping format
- ✓ Test with user feedback
- ✓ Iterating until the right fit is found
- ✓ Implement in the organization

Intended audience

Anyone wishing to experiment with design thinking in sprint mode: marketing, human resources, innovation, UX designer, UI designer, Scrum master, product owner, product manager, etc.

Prerequisites

Etre acculturé à l'innovation. Issu de la culture web, DSI, Marketing RH. Aisance avec l'informatique de bureau.

Certification

The PDGO-DT Design thinking course prepares students for Product Design Guides certification. It includes a 30-minute MCQ to validate skills, a project file to defend in front of a jury of professionals, and 6 hours of e-learning to reinforce skills and apply the method to a design thinking project.

Practical details

Role-playing

Sprint practice, structured group debriefings. Frameworks and method cards are available for replication.

Teaching methods

Active, participative teaching. Participants experience the processes by carrying out each phase of the approach.

Course schedule

1 **Introduction to Design Thinking**

- Discover the Design Thinking sprint.
- Discover innovation methods.

Hands-on work

2 **Defining critical needs: Understanding and organizing the project**

- Framing the project.
- Identify stakeholders.
- Define design principles.
- Formulate the challenge.

Hands-on work
Gamified learning through practice on a challenge.

3 **Analyze and identify users**

- Draw up interview guides.
- Maintenance practice.
- Sharing discoveries.
- Use the empathy card.
- Identify nuggets.
- Create a persona.

Hands-on work

4 **Define and prioritize needs**

- Brainstorm & prioritize critical needs.
- Formulate the persona's critical need.

5   Design and test a prototype: Brainstormer

- Remember the rules of ideation.
- Generate ideas with an ideation sprint.
- Conceptualize solutions using the concept sheet.
- Pitcher & use the selection card.
- Vote on the concept to be prototyped.

Group discussion

6   Prototype and test

- Choose a prototype.
- Prototype the usage scenario.
- Prepare a test protocol.
- Implement the test.
- Gather and identify key feedback.

7   Iterate and implement

- Choose the next step.
- Present the recommendation.
- Define the roadmap.
- Debrief the potential of design thinking in an organization.

Role-playing

8   Preparation for certification

- Take the MCQ.
- Put together a project/portfolio file for certification.
- Anchor your learning with e-learning.
- Oral certification within 3 weeks of training.

Practical and digital activities

Dates and locations

REMOTE CLASS
2026 : 18 June, 24 Sep., 3 Dec.

PARIS LA DÉFENSE
2026 : 18 June, 24 Sep., 3 Dec.