

Course : Design Thinking, PDGO-DT certification

ProductDesignGuides.org RS 6636 certification
Practical course - 2d - 14h00 - Ref. STK
Price : 2020 CHF 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.

PARTICIPANTS

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.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

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

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

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.