

# Course : Professional Product Discovery and Validation™ (PPDV)

Scrum.org Official Training

*Practical course - 1d - 7h00 - Ref. PPD*

NEW

With this course, you develop your product discovery and validation skills to optimize value creation. Using a hands-on approach, you'll learn to experiment with new ideas, gather concrete evidence and leverage user feedback to make informed decisions. As a result, you'll be better prepared to design the right features and fine-tune your products to real market needs.

## Teaching objectives

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

- ✓ Increase user value by testing hypotheses through targeted experimentation
- ✓ Reduce waste and improve ROI by investing based on validated evidence
- ✓ Improve alignment by involving stakeholders with data, not opinions
- ✓ Unleash creativity by approaching work as problems to be solved, not tasks to be done

## Intended audience

Product Owners, product managers, business analysts and product team members involved in value creation.

## Prerequisites

A basic understanding of Scrum and experience in product development or management are recommended.

## PARTICIPANTS

Product Owners, product managers, business analysts and product team members involved in value creation.

## PREREQUISITES

A basic understanding of Scrum and experience in product development or management are recommended.

## TRAINER QUALIFICATIONS

The experts who lead the training courses are specialists in the subjects covered. They are approved by the publisher and certified for the course. They have also been validated by our teaching teams in terms of both professional knowledge and teaching skills for each course they teach. They have at least three to ten years of experience in their field and hold or have held positions of responsibility in companies.

## ASSESSMENT TERMS

Assessment of targeted skills prior to training.

Assessment by the participant, at the end of the training course, of the skills acquired during the training course.

Validation by the trainer of the participant's learning outcomes, specifying the tools used: multiple-choice questions, role-playing exercises, etc.

At the end of each training course, ITTCERT provides participants with a course evaluation questionnaire, which is then analysed by our teaching teams. Participants also complete an official evaluation of the publisher.

An attendance sheet for each half-day of attendance is provided at the end of the training course, along with a certificate of completion if the participant has attended the entire session.

## Certification

This training course prepares participants for Professional Product Discovery and Validation™ (PPDV) certification. Participants receive access to the certification exam at the end of the course. If they pass this exam within 14 days of training, they will be offered a second attempt if they fail. At the time of the course launch, this is the only route to certification. The exam will be open to the general public approximately 6 months later.

[Comment passer votre examen ?](#)

## Practical details

### Teaching methods

Training in French. Official course material in digital format and in English. Good understanding of written English.

## Course schedule

- 1 Analyser le problème que votre produit doit résoudre
- 2 Examine problems to be solved, not ready-made solutions
- 3 Analyze feedback to identify satisfaction gaps
- 4 Prioritize the hypotheses to be validated according to their impact
- 5 Formulate a clear hypothesis to be validated or invalidated
- 6 Use the right data to test the hypothesis
- 7 Analyze experimental results
- 8 Compare your decisions with those of other team members
- 9 Adopt an evidence-based approach with stakeholders

### TEACHING AIDS AND TECHNICAL RESOURCES

The teaching resources used are the publisher's official materials and practical exercises.

### TERMS AND DEADLINES

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

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you have specific accessibility requirements? Contact Ms FOSSE, disability advisor, at the following address: psh-accueil@orsys.fr so that we can assess your request and its feasibility.