

Course : Design thinking A4Q, certification

Practical course - 2d - 14h00 - Ref. DTH

Price : 2040 CHF E.T.

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Design thinking is an innovation management approach that combines analytical and intuitive thinking. It is based on a co-creative process involving user feedback. This course prepares students for the certification "A4Q - Design Thinking Foundation".

Teaching objectives

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

- Understanding the design thinking approach to problem solving
- Apply conceptual thinking tools to a variety of challenges and problems
- Participate positively in collaborative ideation and evaluation
- Prepare for and take the exam "A4Q - Design Thinking Foundation"

Intended audience

Product owners, responsables de produit, Scrum masters, concepteurs UX... et toute personne impliquée dans le coaching ou la formation d'équipes cherchant à mettre en œuvre le design thinking.

Prerequisites

Good level of English (support and exam in English).

Certification

The A4Q 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.

Remote certifications

[See the certifier's official documentation](#) for the list of prerequisites for completing the online certification exam.

PARTICIPANTS

Product owners, responsables de produit, Scrum masters, concepteurs UX... et toute personne impliquée dans le coaching ou la formation d'équipes cherchant à mettre en œuvre le design thinking.

PREREQUISITES

Good level of English (support and exam in English).

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

Teaching methods

Theoretical and participative presentation alternates with exchanges based on participants' organizational cases, MCQs and exercises, and mock exams.

Course schedule

1 Introduction to design thinking

- Definition.
- Application of design thinking in business contexts.
- Various approaches to design thinking.
- The design thinking mindset.

2 Fundamental concepts of design thinking

- Divergent thinking.
- Empathy.
- Convergent thinking.
- Ethnography.
- Visual Thinking.
- Hypothesis testing.
- Prototyping.

3 Design thinking resources

- The people.
- The workspace.
- Organizational involvement.

4 The processes

- Numerous approaches.
- Double diamond.
- The Stanford d.School 5-storey model.
- Growth-oriented design model and its 4 stages.
- The role of project management.

5 Méthodes et outils associés

- Visualization. User journey mapping.
- Value chain analysis.
- Mind map.
- Brainstorming.
- Concept development.
- Tests des hypothèses.
- Rapid prototyping.
- Co-creation with the customer. Start learning.

6 Exam preparation "A4Q - Design Thinking Foundation"

Dates and locations

REMOTE CLASS

2026: 12 Mar., 11 June, 24 Sep., 30 Nov.

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.