

## **Wiley Certified Design Thinking Practitioner**

### **Course Overview:**

1. Co-create, grow, and scale: We continuously expand our capabilities to create scalable market opportunities in a digital world and in ecosystems.
2. With varying mental states: As the situation requires, we combine different approaches with design thinking, data analytics, systems thinking, and lean start-up.
3. Develop process awareness: We know where we stand in the design thinking process and develop a feeling for the “groan zone” to change the mindset through facilitation in a targeted way
4. Networked collaboration: We collaborate on an ad hoc, agile, and networked basis with T-shaped people and U-shaped teams across departments and companies
5. Reflect on actions: We reflect on our way of thinking, our actions, and attitudes because they have an impact on what we do and on the assumptions we make.

**Course Duration:** 16 hours (2 full days)

**Venue:** Kaplan Singapore (Classroom)

**Medium of Instruction:** English

### **Who Should Attend:**

- Students
- Professionals

**Entry Requirements:** Minimum Age: 16 years old

Academic Level:

- Basic proficiency in reading, writing and understanding English
- Knowledge of basic PC skills

**Certification:** Upon successful completion of the Certified Design Thinking Practitioner course, you will receive the Certificate – Certified Design Thinking Practitioner from Wiley.

**Price:** S\$2,354 (inclusive of GST)

**Link:** <https://www.kaplan.com.sg/course/all/all-disciplines/wiley-certified-design-thinking-practitioner/?versionb=1>

### **Course Objectives/ Course Outline:**

#### **1. Overview of Design Thinking**

- Define Design Thinking
- Explain the Design Thinking mindset and how it can be acquired
- Differentiate Design Thinking from Design
- Identify business scenarios that can benefit from Design Thinking
- Get an overview of the design thinking process

## **2. Empathize and Understand**

- Explain how empathy influences the outcomes of design thinking
- List the different empathy research techniques
- Define the guidelines for conducting an empathetic research
- Explain how personas and customer journey maps helps in understanding and empathising with the user
- Demonstrate how to use an empathy map to observe user pain and gain points

## **3. Defining Needs**

- Discuss the best practices of formulating a design challenge
- Explain how PoV can be used in defining the design problem
- Use a structured approach to arrive at a PoV

## **4. Ideating for Solutions**

- List the best practices for conducting a successful ideating session
- Recall the different ideation techniques
- Describe the techniques for evaluating & prioritizing Ideas

## **5. Prototyping**

- Define prototyping
- Explain how prototyping aids in communicating ideas effectively
- List the various tools available for prototyping
- Use a tool to communicate your idea

## **6. Testing to Validate**

- Explain how testing plays out in an iterative design thinking approach
- Define the steps of a successful testing approach
- Demonstrate the process of gathering and responding to user feedback

## **7. Design Thinking Culture**

- List the attributes of design thinking team
- Explain how design thinking spans out to strategic thinking
- Explain business model thinking
- Describe how design thinking can generate the next level of customer experiences
- Show how design thinking plays out in digital, transformation and data analytics

## **8. Summary**

- Explain the metrics for defining a successful implementation of design thinking