

DESIGN THINKING CERTIFICATION

As per International Standards



UNICHROME

Unichrone Training **Advantages**

- ✓ 3 Day Interactive Instructor –led Online Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Involves preparation in a best way
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies
- ✓ Design Thinking course adhered with International standards
- ✓ Convenient Weekday/Weekend Design Thinking schedule



Importance of Design Thinking Training

- ✓ Design Thinking is an innovative approach to solving complex and time taking problems. Using this approach, organizations can design and test products and services quickly as it involves the customers directly at every stage from research to the final product delivery. Thus, getting trained and earning certification in Design thinking is very valuable especially in the modern business world.
- ✓ Design Thinking and experience is a structured methodology used by designers to develop and deliver products, services and experiences that addresses complex latent needs of humans. The uniqueness of this method comes from its ability to identify the problem and then proceed to developing solutions. The primary tools of design thinking are empathy, prototype and storytelling

About Unichrone



We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



Guaranteed Quality



Handpicked Trainers



Global Presence



Online Training Option

**We've trained professionals across
global companies**

PHILIPS

AXCESS
FINANCIAL PRODUCT MANAGEMENT

CLARIANT

AkerSolutions

WÜRTH

baycoat

DUPONT

DASHTI

GlobalSign

Triskele Labs

مصرف الراجحي
Al Rajhi Bank

DHL

ARASCO  **أراسكو**

ELIGIBILITY CRITERIA

- ✓ There are no eligibility criteria for registering for the Design Thinking Course

WHO SHOULD ATTEND

- ✓ The course is intended for middle level management professionals and can be attended by professionals from various sectors, domains and industries. Potential participants include:
 - Research and development leaders and managers
 - Project leads and managers
 - Agile coaches
 - Marketing professionals

Design Thinking Certification **Advantages**



CERTIFIES
YOUR TALENT



HELPS
BUILDING
VALUES



GLOBAL
RECOGNITION



PERFECT
EXECUTION



BUILDS
CUSTOMER
LOYALTY



MORE
EMPLOYABILITY
OPTIONS

Syllabus of Design Thinking Training

Lesson 01 – Design Thinking Overview

1.	What Is Different About Design thinking?
2.	Exercise: Design Thinking in the Workplace
3.	Design Thinking Skills
4.	Exercise: Design Thinking Skills
5.	Principles of Design Thinking
6.	Exercise: Design Thinking Principles
7.	What is Lean?

Lesson 02 – General Approaches to Design Thinking

1.	The Basis for Design Thinking
2.	Design Thinking Frameworks
3.	Exercise: Build a Design Thinking Framework
4.	The Design Thinking Team What Constitutes a Design Thinking Team? Exercise: Create a Design Thinking Team
5.	Design Thinking Workshops and Meetings Characteristics Types of Workshops

Syllabus of Design Thinking Training

Lesson 03 – A Design Thinking Approach in Stages

1.	Apply the Design Thinking Frameworks
2.	Class Exercise: Review the Case Study
3.	Empathize with the Customers and/or Users Exercise: Engage the Customer /User
4.	Define the Problem Exercise: Review and Follow-Up Exercise: Define the Point of View
5.	Ideate Exercise: Develop Potential Solutions Exercise: Feedback on the Solutions
6.	Prototype Alternate Solutions Exercise: Create a Prototype of the Solution Exercise: Review the Prototype and Gain Feedback
7.	Test the Solutions Exercise: Prepare Test of the Prototype and Solution

Lesson 04 – Design Thinking Techniques

1.	Listening and Empathizing Techniques Engagement Exercise: Ask the Right Questions Observation Exercise: Setting Up the Observation Showing Empathy
2.	Define and Ideation Techniques Unpacking Exercise: Unpack to the Wall Personas Exercise: Create Personas for the Case Study Pattern Recognition and Connecting the Dots
3.	Prototype and Test Techniques Types of Prototypes Exercise: Revise Franken Prototype to Refined Prototype Forms of Testing in Design Thinking Exercise: Prepare and A / B Test of the Prototype
4.	Statistics searches

Syllabus of Design Thinking Training

Lesson 05 – A Design Thinking Approach in Stages

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| 1. | General Design Thinking Practices Use of Diagrams and Maps in Design Thinking Exercise: Create an Empathy Map Exercise: Revisit the Wall Exercise; Create an Affinity Diagram Exercise: Create a Mind Map Exercise: Create a Journey Map |
| 2. | Story Telling Techniques Story Telling Throughout the Design Thinking Process Improvisation Exercise: Tell a Story Scenarios Exercise: Create a Set of Scenarios for the Case Study K-Scripts Exercise: Create a Set of K-Scripts for the Case Study Exercise: Perform Role Playing of Scenarios for the Case Study |

Lesson 06 – Adopt and Adapt Design Thinking

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| 1. | Cautions and Pitfalls Assumptions Exercise: Assumptions Pitfalls and Cautions in Design Thinking Workgroups |
| 2. | Final Words and Best Practices Best Practices Exercise: Best Practices Exercise: Take the Practices Back to the Office |

Format of Design Thinking Exam

Examination Format	
Exam Name	Design Thinking Course Certificate
Exam Format	Multiple choice and case study
Total Questions & Duration	30 Questions, 120 minutes
Passing Score	70%
Exam Cost	Included in the training fee

To get you fully prepared with the knowledge and skills for the Design Thinking examination, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by Design Thinking faculty, the practice tests are a true simulation of the Design Thinking examination.

Contact Us

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<https://unichrone.com/>

