## PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE



## USF Muma College of Business Design Thinking Certificate Program

You aspire to stand out from the others. You aim to be better and more valuable than your competition. Reaching this level of dexterity may have seemed out of your grasp. Until now.

## Your own pace in your own space

Enjoy the benefits of online learning. Create a schedule that work for you and complete the course at your convenience.

During the 8-module Design Thinking Certificate Program, you'll solve real-world challenges and use best practices developed by top companies. Design Thinking experts guide you through every step of your journey. Build your toolset and develop your unique, personalized Design Thinking Portfolio.

## Industry leaders, professionals & educational experts

Gain direct access to the world-renowned faculty – industry leaders who practice the art of Design Thinking every day. Learn more about our exceptional faculty at dt.usf.education.

## Online learning benefits

- Absorb at your own pace
- Easily fits into your busy schedule
- Relax in your own environment
- Replay video presentations
- Review materials as often as needed
- Partake in subject discussions
- Download course templates to share

Register at dt.usf.education                813.602.5600

No other program delivers like USF Muma College of Business. You're broken away from the daily routine; immerse yourself in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and design thinking cultures. Learn more details about the online Design Thinking Certificate Program at USF Muma College of Business, including takeaways and learning objectives, at dt.usf.education.

## MODULE 1: Introduction to Design Thinking

Learn a practical definition of design thinking and it's many procedures used to solve business, technology and social problems for humans across industries and needs.

- Define design thinking as an effective approach to creative problem-solving.
- Understand how human-centered design and methodology influence design thinking.
- Review of practices and case studies of design thinking in the real world.

## MODULE 2: Designing for Empathy

Use case studies to understand and apply empathy in business environments and discover the value of empathy-based research and elicitation.

- Identify effective approaches and tools for research.
- Design conversations and interviews that honor stakeholders.
- Frame problem statements that facilitate problem-solving.

## MODULE 3: Introduction to Visualization

Discover the most common visualization tools in design thinking and the best methods for collaborating to understand, explore and discover ideas.

- Align the right visualizations to the right design thinking tools.
- Learn the visualization tools that best fit specific challenges.
- Explore the use of visualization tools in real-life scenarios.

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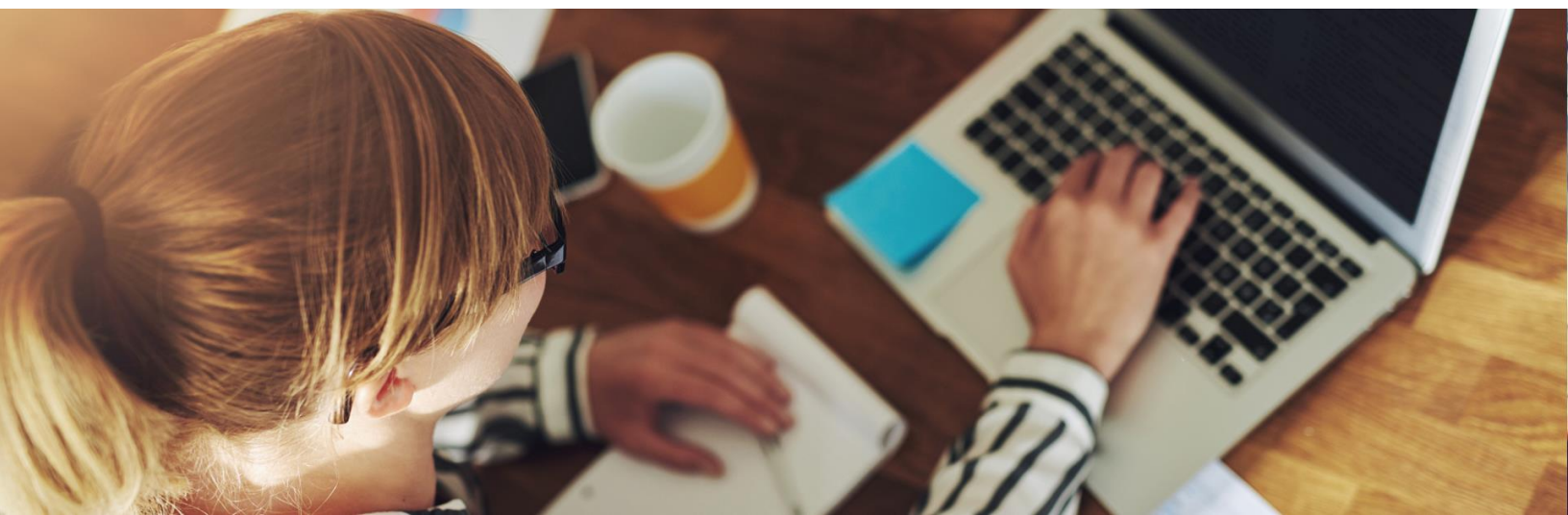
## MODULE 4: Persona & Journey Mapping Design

Understand the importance of customer experience based visualizations that help define customer attributes and their experiences with your products, services and stakeholders.

- Create personas that describe stakeholder characteristics.
- Build journey maps that help define critical moments of truth.
- Identify the right tools for success measurement in customer experience.

## MODULE 5: Ideation in the Design Thinking Process

Discover the concept of ideation as a process for developing, communicating and synthesizing prescriptive ideas to others to solve the right problem.

- Develop creative processes for developing new ideas.
- Understand mind-mapping and brainstorming approaches.
- Learn best practices for ideation workshops.

## MODULE 6: Prototyping

Uncover potential approaches for prototyping concepts, products and services that solve human problems in collaboration with the people experiencing the problem.

- Understand low and high-fidelity prototyping.
- Design approaches for bringing ideas to life.
- Discuss prototyping approaches and tools.

**MODULE 7: Validation**

Leverage previous module knowledge of ideation and prototype design to help design thinkers properly test and validate ideas and prototypes.

- Identify methods for researching and validating outcomes.
- Evaluate recommendations for stakeholder collaboration and participation.
- Develop considerations for design validation.

**MODULE 8: Implementation & Application**

Create a plan for implementing design thinking principles and tools at their organization and for aligning with the ROI of internal projects and stakeholders.

- Develop processes for deployment and launch.
- Explore collaboration methods with stakeholders and success partners.
- Design plans for applying design thinking at your organization.

## Lead the Design Thinking Movement with Your Certificate from USF

Your USF Muma College of Business Design Thinking Certificate provides you the differentiating factor. It proves that you have completed all modules, as well as the cumulative Capstone Project. You'll walk away with confidence and your own, professional Design Thinking Portfolio.

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The USF Muma College of Business leadership team sets us apart. Our distinguished faculty and leadership is comprised of industry leaders, professionals and educational experts. View the complete bios of our Faculty and Leadership Board, at dt.usf.education.

### JC Quintana

The author of 'Serious Relationships' and 'Speaking Frankly About Customer Relationship Management', JC focused on business relationship success. He is a fervent believer in the importance of winning and keeping customers, employees, and business partners through similar relationship-building strategies.

### Lisa Perrine

Lisa is an experienced designer and communication strategist with a career that spans over 30 years and includes more than 1,000 consulting engagements. Her firm uses design thinking to engage end-users in crafting compelling experiences. She coaches design thinking workshops that assist nonprofit and civic organizations with specific design challenges.

### Carol Buehrens

Carol is the author of 'Happy RAVING Customers!' and is a leading CX expert. She has a wealth of skills and expertise to draw from, constructing customer experiences for over 30 years for major companies such as Liberty Mutual, Northrop, McDonnell-Douglas, Bechtel, GE, Mercury Marine, and ICW Group Insurance Companies.

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## Muma College of Business

Attend USF Muma College of Business online learning to generate new ideas, start conversations, and develop solutions to help your company lead the industry and become more profitable.

Contact us to learn how you can begin your journey with the USF Muma College of Business Design Thinking Certificate Program today!

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**IMPLEMENT**
**LEAD**
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