



Agilizing



CERTIFIED DESIGN THINKING PROFESSIONAL (CDTP)

The Certified Design Thinking Professional (CDTP) Workshop

The GInI Certified Design Thinking Professional (CDTP)[®] is GInI's recognition of innovation professionals who have demonstrated an advanced understanding of the key topics relating to Human-Centric Design, Design Thinking, the Design Thinking process, and Design Methods.

Workshop Overview:

The Certified Design Thinking Professional (CDTP) enables innovation professionals of an advanced understanding of the key topics relating to Human-Centric Design, Design Thinking, the Design Thinking process, and Design Methods.

For those looking to go deep on innovation, certification as a Certified Design Thinking Professional is a valuable professional asset that distinguishes you as having the knowledge and ability to drive innovation at a whole new level in the business. It signifies your ability to study situations, develop and test hypotheses about them, discover the most correct hypothesis, form a relevant Point of View, define effective Design Principles, ideate and test solutions, and zero in on the best possible solution for the situation. It also signifies your ability to facilitate this process repeatedly within the business, becoming a leader in the quest for breakthrough innovations that deliver real impact for the business.

A modern professional must be able to deal with more complex situations that need creative and adaptive solutions. Innovation is no longer a luxury. CDTP is a prestigious qualification for individuals who demonstrate their ability to meet these new challenges. It is a must for ambitious individuals to arm themselves with the necessary skillset in a 360° manner. Agilizing is determined to help professionals to get the prestigious CDTP qualifications.

You will learn proficiency at these crucial innovation methods:

- Human-Centric Design (HCD) philosophy
- History of Good Design and of critical Design Theories
- Design Thinking process
- Points of View
- Design Principles
- Design Methods for Observation
- Design Methods for Inquiry
- Design Methods for Experimenting
- Design Methods for Study





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Workshop outline:

- Introduction to Design Thinking
- The Design Thinking Process
- Design Methods
- The Design Thinker's Role in the Business
- Prototyping for Design Thinking
- Integration
- Conclusions

The Design Thinking Process:

- The Complete Design Thinking Process
- Problem Owning - Stating & Owning the Problem
- Problem Clarity - Unpacking & Reframing the Problem
- Empathize - Hypothesis Formation
- Business Experimentation
- Define - Hypothesis Convergence
- Stating the Point of View – Insights that Flow Out of Empathy
- Defining the Design Principles – Guiding Directives That Flow Out of Understanding
- Value Definition – Conceiving the Right Solution
- Solution Ideation
- Solution Testing
- Solution Convergence
- The Winning Value Proposition & Business Model
- Additional Considerations for HCD & The Design Thinking Process
- Post Design Thinking – Strategizing & Executing

Prototyping for Design Thinking:

- ❖ The Role of Prototyping in Design Thinking
- ❖ The Benefits of Prototyping
- ❖ The Twelve Purposes of Prototyping
- ❖ Build to Learn
- ❖ Build to Empathize
- ❖ Build to Clarify
- ❖ Build to Think
- ❖ Build to Engage
- ❖ Build to Collaborate



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- ❖ Build to Communicate
- ❖ Build to Compare
- ❖ Build to Iterate
- ❖ Build to Decide / Decision Prototypes
- ❖ Build to Test / Build to Prove
- ❖ Build to Inspire
- ❖ Prototype Types & Concepts
- ❖ Prototype with A Purpose - OFAT Testing
- ❖ Prototype Fidelity & Resolution
- ❖ Conceptual Prototypes
- ❖ Paper Prototypes
- ❖ Frugal Prototypes / Quick & Dirty Prototypes
- ❖ Scale Model Prototypes
- ❖ Appearance / "Looks-Like" Prototypes
- ❖ Wizard of Oz Prototypes
- ❖ Functional / "Works-Like" Prototypes
- ❖ Behavioural Prototypes
- ❖ Experience Prototypes
- ❖ User-Driven Prototypes
- ❖ Conclusions

Who Should Attend?

- ✓ professionals who desire or intend to take on the role of Innovation Specialist within a business, and thus wish to develop a deeper insight into the highly-critical Design Thinking approach to Innovation.
- ✓ anyone who simply wishes to demonstrate a deeper understanding of the Human-Centered Design philosophy, the Design Thinking process, and the affiliated Design Methods.
- ✓ front-line professionals and midlevel managers with several years' experience working directly in Innovation.