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📄 Syllabus

Design Thinking Practitioner

www.certmind.org

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Content

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Design Thinking

Our goal at CertMind is to certify the skills of professionals working in the Technology context. To achieve this, we seek to ensure that professionals demonstrate their skills and knowledge through the application of an International Certification Exam.

Certification category

Main category: Agile Frameworks

Subcategory: Design Thinking

Scope of certification

The purpose of the Design Thinking Certification is to demonstrate that the professional has a practical understanding of the steps of the innovation process proposed by Design Thinking, so that the professional can apply it to the creation and/or improvement of products and services or in the resolution of business problems, maintaining the focus on the customer / user.

Prerequisites

• Be of legal age, according to the minimum age determined by law (according to the National Identity Card that must be uploaded to the platform).

• Have basic knowledge of reading, writing and basic arithmetic: addition, subtraction, multiplication and division.

• Reading and acceptance of the Code of Ethics available on the platform before taking the certification exam.

Code of Ethics

All certified professionals must know, accept and abide by the Code of Ethics, which is available for consultation on the platform.

Recommendations

• It is highly recommended that the professional attends a formal Design Thinking training of at least 16 hours, segmented in 4 sessions of approximately 4 hours.

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Required competencies and job description

In order to ensure that the professional has the minimum competencies and knowledge that can be applied in a real environment, the following topics are addressed in the exam:

Module	Job Description	Required competencies
1. Introduction to Design Thinking	Understand the key concepts in the creative and innovation process of Design Thinking..	1. Benefits and characteristics of Design Thinking 2. 10 faces of innovation 3. What is Design Thinking? 4. Profile of a Design Thinker 5. Business problem solving 6. Workflow proposed by Design Thinking
2. Empathize	Understand the concept of empathizing as the basis of the design process.	1. How to be empathetic? **Techniques and tolos** 2. What? How? Why? 3. Interview to empathize 4. Empathy map 5. Map of the present, map of the future 6. Customer Journey Map
3. Define	To understand the approach guide of the define stage and its importance in the design process.	1. Insigths 2. Keys to Insight 3. Point Of View **Techniques and tolos** 4. Motivation matrix 5. Saturation and grouping 6. Define the problem by playing 7. Critical reading checklist

Module	Job Description	Required competencies
4. Ideate	Build multiple ideas that allow exploring diverse solutions for the defined Foci of Action, generate ideas and solutions "Creative Challenge".	1. The Creative Challenge 2. Visual Thinking **Techniques and tolos** 3. SCAMPER 4. 6 Hats to think about 5. Storyboard 6. Product Canvas 7. Crazy "8" 8. N.U.F. 9. Red and green cards 10. Final recommendations
5. Prototype	Create solutions through prototypes, generating the lowest cost for the company.	1. Why is it important to prototype? 2. Types of prototypes 3. Filter ideas 4. Decision making 5. Recommendations for prototyping **Techniques and tolos** 6. LEGO® Serious Play® 7. Customer Journey 8. Impact map 9. Mock-up
6. Test	To know, promote and execute the best testing practices to make assertive decisions that generate value for the company.	1. Relationship with other stages 2. Prepare the environment 3. Brings information from previous stages 4. Test reports 5. Making decisions 6. Maximizing learning **Techniques and tolos** 7. Elevator Pitch 8. Feedback Grid 9. I like it, I wish, What if 10. What happens next?

Module	Job Description	Required competencies
7. Next steps	To know how to apply Design Thinking in a project in an objective way.	1. How to start? 2. Key elements 3. Importance of mindset, multidisciplinary teams and environment 4. Customer Experience Design 5. Future Thinking
8.Final recommendations	Identify the tools to manage change effectively.	1. Kotter's Model: 8 Steps to Change 2. Resistance to change, 9 ways to fight it 3. Transformation towards change 4. Leadership Recommendations 5. Leadership styles

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Evaluation of competencies

CertMind performs two types of assessment to ensure that the professional has the required competencies:

1. **Multiple choice questions with only one answer:** this evaluation modality consists of theoretical questions of multiple-choice single answer that seek to measure the degree to which the professional has understood the theoretical concepts of the certification.

2. **Case study:** It is structure is similar to that of the questions mentioned in the previous section, the difference being that, instead of asking about a particular concept, it presents a description of a situation that takes place in the real context and that must be analyzed by the professional in such a way that he/she can first identify the problem and then evaluate which of the options presented reflects the best solution to the problem situation.

Competition	Questions (1)	Case study (2)
Understand the key concepts in the creative and innovation process of Design Thinking.	X	
Understand the concept of empathizing as the basis of the design process.	X	X
To understand the approach guide of the define stage and its importance in the design process....	X	X
Build multiple ideas that allow exploring diverse solutions for the defined Foci of Action, generate ideas and solutions "Creative Challenge".	X	
Create solutions through prototypes, generating the lowest cost for the company.	X	X

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Competition	Questions (1)	Case study (2)
To know, promote and execute the best testing practices to make assertive decisions that generate value for the company.	X	X
To know how to apply Design Thinking in a project in an objective way.	X	
Identify the tools to manage change effectively.	X	

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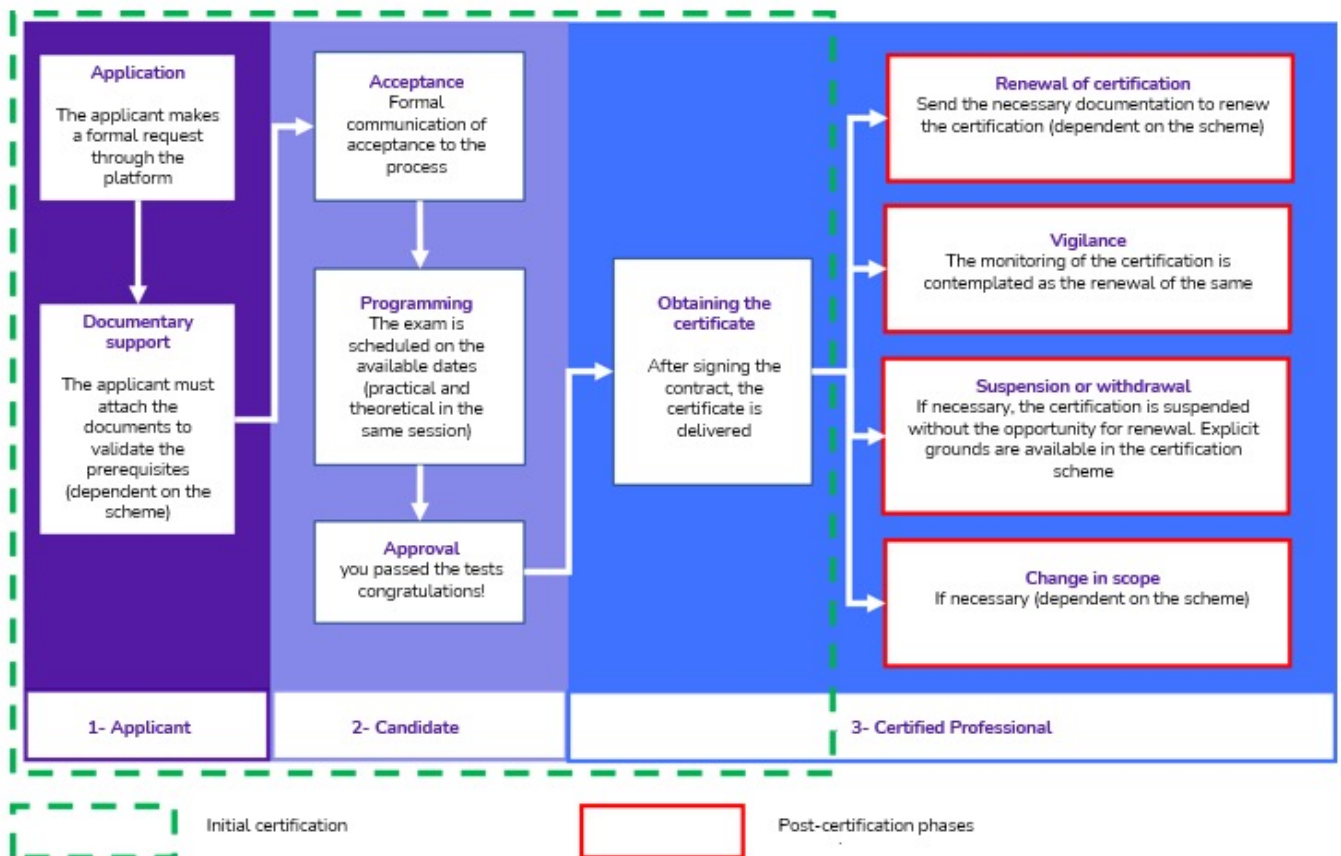
This exam is ideal for individuals or teams interested in leveraging innovation, creativity and digital transformation capabilities for the creation of end-user focused products and services.

Roles such as: entrepreneurs and business managers, marketing and sales managers, business line or strategic unit managers, project managers/leaders, among others.

Certification process

The following chart shows the general life cycle for obtaining a certification:

Application
The applicant makes a formal request through the platform

Documentary support
The applicant must attach the documents to validate the prerequisites (dependent on the scheme)

Acceptance
Formal communication of acceptance to the process

Programming
The exam is scheduled on the available dates (practical and theoretical in the same session)

Approval
you passed the tests congratulations!

Obtaining the certificate
After signing the contract, the certificate is delivered

Renewal of certification
Send the necessary documentation to renew the certification (dependent on the scheme)

Vigilance
The monitoring of the certification is contemplated as the renewal of the same

Suspension or withdrawal
If necessary, the certification is suspended without the opportunity for renewal. Explicit grounds are available in the certification scheme

Change in scope
If necessary (dependent on the scheme)

1- Applicant | 2- Candidate | 3- Certified Professional

Initial certification

Post-certification phases

Each of the phases for obtaining certification for the first time is described below; the phases after obtaining the certificate (red-bordered boxes) will be explained later.

1. **Request for certification:** the applicant submits his or her certification application, on the QuizLab platform or through the partner company (where the applicant has taken his or her training). Once the application is approved, the applicant's profile is created in CertMind.

2. **Documentary support:** the applicant must attach in the CertMind platform his or her identity document and additionally complete the registration of his or her resume (CV).

3. **Verification and acceptance:** the platform verifies the applicant's compliance with the prerequisites, once verified, the application is accepted and the applicant becomes a candidate for the certification process.

4. **Programming:** the call for the presentation of the exam is made, directly on the platform or through its representative. The format of the exam is explained below:

- **Type:** 40-question, multiple-choice, single-answer online exam.

- **Duration:** 60 minutes.

- **Minimum passing grade:** 28/40 or 70%.

- **Additional time:** If the professional does not take the exam in his/her native language, he/she will have an additional 15 minutes and is also allowed to use a dictionary.

- **Supervision:** CertMind monitors the tests to ensure that they are performed correctly and transparently through the Invigilator Program (also known as "Proctor"). To learn more about this surveillance mechanism, please visit the following website www.certmind.org

- **Open book:** No.

- **Modality:** Available online only on the CertMind platform.

- **Validity :** 3 Years.

- **Others:** All applicants are required to read and accept the company's code of ethics and terms and conditions.

Levels of Difficulty: Bloom's Taxonomy

Bloom's Taxonomy is a theory known in the educational sector because many teachers consider it suitable for evaluating the cognitive level acquired in a subject. The objective of this theory is that after a learning process, the learner acquires new skills and knowledge. The following table presents a description of the categories of Bloom's taxonomy present in the certification exam, as well as a description of in the certification exam, as well as the percentage of each type of question in the exam.

Module	Level 1	Level 2	Level 3
Description	Knowledge. It can comprise remembering a wide range of elements, from specific data to complete theory. But all that is needed is to bring to mind the appropriate information.	Compression. This can be demonstrated by passing, or translating, material from one form to another (words to numbers), interpreting the material (explaining or summarizing), and estimating future trends (predicting consequences or effects).	Application. Refers to the ability or capacity to use the material learned in concrete, new situations.
Percentage of questions present in the exam	22%	65%	13%

Note: For more information on the monitoring system visit our web site https://certmind.org.

5. Obtaining the certificate: once the exam is passed and the terms and conditions contract is accepted, the certification is delivered.

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Renewal, surveillance and withdrawal of certification

This phase occurs after the professional has obtained his or her certification. Renewal refers to the reissuance of the certification once its validity has come to an end. Surveillance refers to CertMind's supervision of the professional's performance during the period between certification and recertification to ensure compliance with the stipulations of this certification scheme. The activities that the certified professional must perform in order to obtain recertification are described below:

1. Application for recertification: before the certification becomes invalid, the certified professional submits his or her recertification application on the QuizLab platform. In case the certification loses its validity, the professional must go through the certification process again.

2. Registration of PUC's: the certified professional is required to register 10 PUC's every 3 years for certification renewal.

For more information about the Professional Update Credits (PUC) system visit our website https://certmind.org. The certified professional must attach the supports that accredit the PUC's in the CertMind platform.

3. Validation of documentation: the platform verifies compliance with the PUC's of the certified professional, once verified, the recertification application is accepted.

4. Obtaining recertification: Once the documents have been validated, the new certification is delivered.

Criteria for suspension or withdrawal of certification

Certification will be withdrawn from the professional in the following cases:

1. Failure to comply with the code of ethics.
2. Failure to comply with the requirements of the scheme.
3. Unsatisfactory results of the surveillance process.
4. Inability to continuously meet the competency requirements of the scheme.

Changes to the certification scheme

The Design Thinking certification scheme does not contemplate changes in the scope as currently there are no extensions or reductions in the scope or level of the certification.

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