

**COURSE BREAKDOWN**

Total Hours: 7.5

Knowledge Sharing: 40%

Active Application: 30%

Discussion and Reflection: 25%

Assessment: 5%

COURSE PREREQUISITE*Foundations*

No technical knowledge, coding languages or programs are required.



DESIGN

Design teaches you how to take a human-centered approach to market problems in order to develop intuitive products that resonate with the market. Work with designers to deepen a shared understanding of your target users, reframe market problems to elicit new ways of thinking, and iterate on potential solutions through prototyping and market feedback.



COURSE OBJECTIVES

MAIN OBJECTIVE:

Partner with designers to create intuitive, innovative products the market will embrace.

Discover the Power of Design

- Align on responsibilities to determine how best to collaborate throughout your project
- Provide context that helps designers serve the user while also meeting business goals

Build and Leverage User Expertise

- Collaborate on developing and refining user personas
- Map a persona's current experience and analyze challenges and pain points so your team can envision an ideal future state

Foster Innovation

- Drive cross-functional exploration of market problems
- Use effective ideation activities for unlocking new ways of thinking and evaluation tools for deciding which ideas to pursue

De-Risk Solutions

- Select the right prototype based on what you want to learn and when you want to learn it
- Provide market-focused critique and effective feedback to help evolve design work



COURSE TOOLS AND TEMPLATES

Pragmatic courses are designed to be practical, actionable and high-impact.

- Action Plan
- Product Management and Design Kickoff Template
- Provisional Persona Template
- Refined User Persona Template
- Experience Map Template
- “How Might We” Statements Template
- Ideation Prompt Cards
- Ideation and Evaluation Outcomes Template
- Evaluation Activities
- Direct Market Feedback Guide



COURSE MODULES

01

Understand Design

Understand where design can add value throughout the product life cycle and how to leverage it in your own environment. Identify where design and product processes complement each other.

02

Define the Target

Tap into the full power of user personas to establish a shared understanding of users’ problems, goals and experience. Deploy user personas in communicating research insights, problem framing, ideation, evaluation and feedback.

03

Explore the Problem Space

Reframe market problems—with tools such as “How Might We” statements—to move beyond obvious solutions toward product innovations.

04

Ideate and Evaluate

Learn how to conduct structured and repeatable activities that harness lateral thinking to ensure a large quantity of new and non-obvious ideas.

05

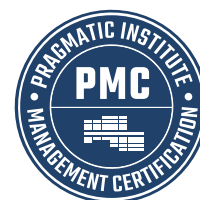
Prototype for Feedback

Increase efficiency, lower risk and ensure user adoption through prototyping and feedback loops. Boost confidence in your product’s ability to meet market expectations with user feedback sessions.



COURSE REQUIREMENTS/EVALUATION

Students are required to participate in group discussions, application activities and successfully complete the certification exam associated with the course.



Attendees have the opportunity to certify in *DESIGN* at the end of this course and will receive their corresponding PMC-Level badge through Credly.

pragmaticinstitute.com/certifications