



Design

innovative products by
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.



Register for **Design** or find out how **Pragmatic Institute** can bring our training to you by visiting pragmaticinstitute.com or calling **480.515.1411** today.



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Who should attend?

Product professionals who work with a designer or design team and want to ensure market adoption, improve customer ratings and increase competitive advantage

Included templates and tools:

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

Discover the Power of 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.

Learn how to:

- 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

Foster Innovation

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

Learn how to:

- 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

Build and Leverage User Expertise

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.

Learn how to:

- 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

De-Risk Solutions

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.

Learn how to:

- 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



Attendees have the opportunity to certify in *Design* at the end of this course. Successful certification in this course qualifies towards Pragmatic Certified Product Manager.



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