

Intuit Design for Delight Innovator Certification

1. Design for Delight Concepts

1.1 Identify and define key principles of the Design for Delight mindset

- 1.1.1 Identify and define the Deep Customer Empathy principle
- 1.1.2 Identify and define the Go Broad to Go Narrow principle
- 1.1.3 Identify and define the Rapid Experiments with Customers principle

1.2 Define core concepts of the Design for Delight principles

- 1.2.1 Identify the three metrics of customer delight
- 1.2.2 Identify the role of the customer
- 1.2.3 Describe the relationship between the customer problem, the solution, and the customer benefit
- 1.2.4 Describe looping concepts
- 1.2.5 Define and describe prototyping and experimentation

2. Develop deep customer empathy

2.1 Define and describe the process of developing deep customer empathy

- 2.1.1 Learn about customers through observation
- 2.1.2 Identify the customer challenge
- 2.1.3 Summarize what you learned
- 2.1.4 Define the customer problem statement
- 2.1.5 Conceptualize the ideal customer state

2.2 Learn about customers through observing their behavior

- 2.2.1 Identify and describe customer observation methods
- 2.2.2 Identify customer observation best practices
- 2.2.3 Identify important takeaways from customer observation

2.3 Examine what you learned

- 2.3.1 Identify the most important results of customer observations
- 2.3.2 Identify surprises and pain points

2.4 Define the customer problem

- 2.4.1 Identify the components of a customer problem statement
- 2.4.2 Given a situation, create or complete a customer problem statement

2.5 Conceptualize the ideal customer state

- 2.5.1 Identify the components of an ideal state statement
- 2.5.2 Given a situation, create or complete an ideal state statement

3. Brainstorm and narrow

3.1 Identify the purposes of brainstorming and narrowing

- 3.1.1 Identify the purpose of brainstorming

3.1.2 Identify the purpose of narrowing



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- 3.2 Identify methods of brainstorming and narrowing (specific methods)
 - 3.2.1 Identify methods of brainstorming
 - 3.2.2 Identify methods of narrowing
- 3.3 Identify best practices for brainstorming and narrowing (general concepts)
 - 3.3.1 Identify best practices for brainstorming
 - 3.3.2 Identify best practices for narrowing
- 3.4 Identify methods of making ideas into concrete solutions
 - 3.4.1 Identify methods of representing ideas
 - 3.4.2 Identify the information necessary in a representation

4. Perform rapid customer experiments

- 4.1 Identify the purpose and principles of rapid experiments
 - 4.1.1 Describe the rapid experiment process
 - 4.1.2 Identify the purposes of rapid customer experiments
- 4.2 Generate a list of assumptions
 - 4.2.1 Define and identify assumptions
 - 4.2.2 Describe experiment assumptions and importance
- 4.3 Prioritize customer behavior assumptions
 - 4.3.1 Given a set of assumptions, identify the most-crucial assumptions
 - 4.3.2 Given a set of assumptions, identify the least-proven assumptions
 - 4.3.3 Given a set of assumptions, identify the Leap of Faith assumptions
- 4.4 Create an experiment to test the “leap of faith” assumption
 - 4.4.1 Identify the components of a good experiment
 - 4.4.2 Identify the components of a hypothesis statement
 - 4.4.3 Given a situation, create or complete a hypothesis statement
- 4.5 Prototype your experiment internally
 - 4.5.1 Identify prototyping methods
 - 4.5.2 Identify requirements of a successful experiment
- 4.6 Evaluate test results and identify next steps
 - 4.6.1 Evaluate the success of a test
 - 4.6.2 Identify what you learned from the test
 - 4.6.3 Describe how to identify the next steps