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# Foundations in Design Thinking Certificate

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*Program Syllabus*



# Insights for Innovation

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## *Course Syllabus*

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### **COURSE OBJECTIVES**

- Identify what really matters to your end users.
- Solve challenges using design thinking methods.
- Apply immersive technique to adopt your users' perspectives.
- Synthesize what you learn into an actionable insight.

### **LESSON 0: CHOOSE YOUR CHALLENGE**

Be introduced to IDEO's approach to innovation, explore the power of insights, and choose your project challenge.

### **LESSON 1: PRACTICE OBSERVING**

Practice how to listen with your eyes in order to understand what people value and care about.

### **LESSON 2: IDENTIFY EXTREMES**

Learning from extreme perspectives can stretch your thinking so that you can get beyond your assumptions and get to bold, new ideas.

### **LESSON 3: INTERVIEWING**

Learn activities and tools for asking the right kinds of questions and setting the stage.

### **LESSON 4: EMPATHY**

Get beyond your assumptions by putting yourself in the shoes of the people you're designing for.

### **LESSON 5: INSIGHTS**

Share compelling, quality insights that will inspire and motivate others to innovate.

### **COURSE CONCLUSION**

Learn how to continue to refine your skills over time and use your insights out in the world.



# From Ideas to Action

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## *Course Syllabus*

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### **COURSE OBJECTIVES**

- Apply ideation methods to generate new and useful ideas.
- Identify the right parts of your idea to test.
- Build quick and early experiments to prototype solutions.
- Refine your ideas by sharing them and gathering feedback.

### **LESSON 0: INTRODUCTION**

An introduction to three approaches that will get you from ideas to action: ideation, prototyping, and iteration.

### **LESSON 1: THE ART OF IDEATING**

Get comfortable with generating an abundance of ideas, even ones that might seem ridiculous at first.

### **LESSON 2: RAPID PROTOTYPING**

Learn how to make your ideas tangible so you can share, get feedback, and push them even further.

### **LESSON 3: ITERATE YOUR WAY FORWARD**

Learning goal: Learn how to move your idea forward through multiple rounds of ideation and prototyping.

### **CONCLUSION: FINAL PROJECT**

Wrap up with a final project summarizing your key takeaways and highlighting your plans for the future.

*“Design thinking isn’t just a method —  
it fundamentally changes the fabric of  
your organization and your business.”*

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**DAVID KELLEY**

*Founder of IDEO and the Stanford d.school*

[Learn more about the IDEO U Foundations in Design Thinking Certificate.](#)

For any logistical questions, reach out to us at [hello@ideou.com](mailto:hello@ideou.com)

