

## 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

### **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