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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