

Intuit Design for Delight Innovator Certification



DEEP CUSTOMER EMPATHY



RAPID EXPERIMENTS WITH CUSTOMERS



GO BROAD TO GO NARROW

All businesses and customers have real problems that are waiting to be solved. These problems range in size, complexity, and are costing companies thousands of dollars. These problems require creative problem solving and design thinking, and with the Design for Delight mindset, students can learn how to tackle customers' problems and find bold innovative solutions that go beyond and exceed their expectations.

"Design for Delight is our #1 Secret Weapon at Intuit. There is no #2."

-Scott Cook, co-Founder, Intuit Inc.

What is Design for Delight?

Design for Delight is Intuit's version of design thinking, a method of creative problem solving that focuses on the need to create better products and experiences. Design thinking is an in-demand business skill and is a powerful tool used by Intuit and other leading organizations and teams around the world.

Design for Delight has three principles that give students hands-on experience in creative problem-solving and innovation. These principles are Deep Customer Empathy, Go Broad to Go Narrow, and Rapid Experiments with Customers. This three-pronged mindset focuses on how individuals can "Delight" their customers.

1. **Deep Customer Empathy** - Understanding customers, their needs, frustrations, and reasons for their actions unlock valuable insights that help innovate and discover solutions.
2. **Go Broad to Go Narrow** - Brainstorming broad potential solutions and then narrowing those down helps find the solution most likely to delight the customer and solve the problem.
3. **Rapid Experiments with Customers** - Experimenting and testing solutions with real customers helps to determine if the problem was solved, as their reactions show whether to move forward or adjust and try again.



Intuit Design for Delight Innovator Certification

The Intuit Design for Delight Innovator certification encourages students to develop deep customer empathy, go broad and go narrow, and run rapid experiments. Earning this certification gives students a competitive advantage as they look to solve future problems.

This certification is a way for individuals to stand out and validate their knowledge of design thinking principles and the tools needed to identify problems, gain customer empathy, brainstorm solutions, run experiments, test assumptions, pivot, and much more. This type of thinking promotes creativity, critical thinking, complex problem solving, collaboration, and other durable skills that are much needed in today's workforce.

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Who is Design for Delight for?

The principles and methods of Design for Delight are teachable and learnable, and they can be used by anyone in any environment. It is a career and life skill that can be implemented into any class to give students the tools, knowledge, and confidence needed to solve real issues, innovate solutions, and tackle complex and challenging problems. Design for Delight is commonly taught in classes such as business, entrepreneurship, and computer science, as well as with project-based learning experiences.

Learn, Practice, Certify

Certiport and Intuit provide a full solution of resources and tools to teach and prepare students for the Intuit Design for Delight Innovator certification. These include learning materials, resources, and GMetrix practice tests. Adding these into your curriculum is easy and seamless.

Individuals earning the Intuit Design for Delight Innovator certification will be expected to have at least 150 hours of instruction and a knowledge and understanding of the key principles of the Design for Delight mindset. The certification exam is a 50-minute exam with approximately 40 questions covering the following objectives:

1. Design for Delight Concepts
2. Develop Deep Customer Empathy
3. Brainstorm and Narrow
4. Perform Rapid Customer Experiments

Master Certification in Entrepreneurship

The Master Certification in Entrepreneurship is the next step in validating an understanding of design thinking but expands the scope to include entrepreneurship and small business concepts and principles. Individuals that have successfully earned the Intuit Design for Delight Innovator certification can combine it with the Entrepreneurship and Small Business V.2 certification to receive the Master Certification in Entrepreneurship. Learn more about the Master Certification in Entrepreneurship by visiting www.certipoint.com/esb.



Get Started

Learn more about the Intuit Design for Delight Innovator certification and the exam objectives by visiting www.certipoint.com/D4D, or discover other certifications offered by Certiport by visiting www.certipoint.com.

If you are interested in purchasing learning, practice, or certification materials for the Intuit Design for Delight Innovator certification, call the Certiport team at 1.888.999.9830.