

# DESIGN THINKING CERTIFICATE

## Program Description

In this program, you will master a robust, human-centered approach to designing and improving products, experiences and systems at any scale. Working either on your own or with a team of your choosing, you'll start by defining the problem or challenge you seek to address and then gather key user insights and emotions that will help you develop personas and user narratives. From there, you'll move into idea generation and rapid prototyping for potential solutions and improvements. Informed by testing and analysis, you'll learn to iterate on and refine your prototype using design thinking methodology to ultimately generate a rigorous, viable design solution.

Throughout the courses, you will leverage design thinking to create a constant interplay of intuitive and data-driven decision making.

In order to be successful in this program students will need to be familiar with descriptive statistics visualization such as graphing in excel or another comparable application.

## Key Takeaways

- Record a compelling challenge statement that focuses your design effort on a meaningful question
- Perform fieldwork to gather user insights
- Interpret user data using modified systems engineering tools
- Develop personas that empower you to envision innovative solutions
- Create and refine a prototype
- Use data and analysis to test and iterate on the prototype solution

## What You'll Earn

- Design Thinking Certificate from Cornell University College of Engineering
- 144 Professional Development Hours (14.4 CEUs)

## Who Should Enroll

- User experience/UX designers
- Marketers and designers
- Product managers
- Engineers
- Program and project managers
- Consultants
- Systems analysts
- Entrepreneurs involved in product conception
- Individual contributors, managers and leaders at all levels of an organization who are involved in the design, development, or improvement of products, services, and infrastructure

## Total Investment

- 6 months to complete all the courses

## How To Enroll

For more information on how to enroll, please visit Design Thinking Certificate (<https://ecornell.cornell.edu/certificates/technology/design-thinking/>).

## Courses

Code	Title	Hours
eCornell CESYS511	Identifying and Framing a Challenge	0
eCornell CESYS51	Gathering User Emotions	0
eCornell CESYS513	Drafting User Narratives	0
eCornell CESYS51	Generating User-Centered Solutions	0
eCornell CESYS515	Design Prototyping	0
eCornell CESYS51	Testing and Iteration	0