

# Design for Delight Level 1

Sign up here to participate in the Design for Design Level 1 course. This is an introductory course designed to provide learners with an overview of design thinking, and how this methodology can be used to creatively solve complex problems. The course will span 6 weeks.

## Course learning outcomes:

- Identify the key concepts associated with design thinking
- Learn how to develop deep customer empathy and understand its importance
- Apply various brainstorming techniques to support ideation activities
- Evaluate different experiment types to test solutions
- Link different design thinking techniques to support creative problem solving

## Instructors:

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TIMELINE	MODULE	ACTIVITY	POINTS
Week 1	Welcome	Familiarize yourself with the NovoEd platform	
		Choose your customer	50
		About this course	
Week 2	Vacation	Planning a vacation exercise	290
Week 3	Deep Customer Empathy	Why Deep Customer Empathy	70
		Follow-Me-Homes	80
		Customer Problem Statements	140
		What did you learn	5
Week 4	Go Broad to Go Narrow	Why Go Broad to Go Narrow	40
		Storyboarding	70
		What did you learn	5
Week 5	Rapid Experiments with Customers	Why Rapid Experiments with Customers	
		Leap of Faith Assumptions	100
		Designing rapid experiments	140
		What did you learn	5
Week 6	Bringing it All Together	It ends with your customers	60
		What did you learn?	20