

PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE



Advance Your Innovation with Avila University

Today's competitive and dynamic landscape requires re-imagining product strategies and approaches to innovation. Dive into design frameworks, concepts, interactive discussions, and human-centered design. Then, distinguish yourself with your certificate from Avila University.

Online, at your own pace

Create a schedule that works for you and complete the course at your convenience. You can earn your certificate in under 32 hours!

Brought to you by industry leaders

Our instructors are world-renowned industry experts who practice the art of design thinking every day.

Relevant techniques, applied to your own projects

During the 8-module program, you'll solve your own challenges and use best practices developed by top companies. Design Thinking experts guide you through every step of your journey. Build your toolset and develop your unique, personalized Design Thinking Portfolio.

Included program extras

- Reusable worksheets and templates.
- Thought provoking interactive discussions.
- Personas and Journey Maps Workshop booklet.
- Design Thinking toolkit and portfolio of best practices.

PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE

1 Introduction to Design Thinking

Discover the fundamental principles and core concepts of design thinking. Learn how it's used as a practical and effective approach to creative problem-solving. Review human-centered design and techniques as it applies to practical application.

2 Designing for Empathy

Empathizing with your users is central to the design thinking framework, and essential to building products and experiences your customers will love. Review case studies to understand how to apply empathy approaches towards your own projects.

3 Introduction to Visualization

Visualization challenges require specific design thinking tools. Uncover the most essential methods to implement visualization tools. Learn how to collaborate and work together in order to understand, explore and unlock new ideas.

4 Your Customers, Their Journey

CX Journey Maps are arguably the most important tool in your arsenal. Discover touchpoints, emotions, brand proof points, and much more. Unlock the power of journey maps to analyze, plan, communicate, innovate and transform.

5 Design Thinking Ideation

Get creative and come up with many different ideas to consider. Think creatively and weed out ideas that aren't workable. Learn how mind-mapping and brainstorming methods can help you gain a fresh perspective to zero-in on solutions.

6 Prototyping Approaches & Tools

Iron out the kinks using low and high fidelity prototypes, enabling your team to quickly (and cost effectively) iterate on a design until you're confident you've got it right. Unlock prototyping concepts, products and services to help bring your ideas to life.

7 Validation & Testing

Continually test and iterate based on customer feedback. Eliminate guesswork and be confident about your product decisions. Develop ideas for design validation and identify important methods for researching and validating your outcomes.

8 Implementation & Application

Develop a plan for effectively leveraging design thinking principles and framework at your organization. Align teams across your organization to create better products and experiences. Explore collaboration methods with key stakeholders and success partners.

Capstone: Build your professional Design Thinking Portfolio

Throughout the program, you work on your very own projects as you develop your own toolkit and portfolio.