

BUSINESS ACHIEVEMENT AWARDS

Advocate Award: Design Thinking (by Intuit)



BAA Advocate Award: Design Thinking

This award is available in partnership with Intuit Job Readiness. Participating students will need to register for and complete the course within Intuit's Learning Management System and then submit proof of completion to FBLA. Complete instructions for completing this program can be found in this document.

About Intuit Job Readiness

Intuit's education programming helps students develop job ready, durable skills through entrepreneurship and personal finance education.

AWARD BROUGHT TO YOU BY:

intuit.

 **turbotax**

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 **mint**

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 **mailchimp**

About the BAA Advocate Award: Design Thinking

Program Overview

- Module 1: Welcome
 - Introduction to Design for Delight, how to use the NovoEd platform, and navigating the course content
- Module 2: Deep Customer Empathy
 - Why is customer empathy important and best practices for gaining empathy
- Module 3: Go Broad to Go Narrow
 - Strategies for going with brainstorming, and inclusively narrowing on a solution to test, based on empathy work
- Module 4: Rapid Experiments with Customers
 - How to prototype and quickly test your solution idea with customers
- Module 5: Bringing It All Together
 - Applying design thinking to solve real-world challenges, along with a summary of learnings through the course

Program Objectives

During this course, you'll learn how to:

- Gain customer empathy by doing a Follow-Me-Home
- Turn your customer's pain points into a precise statement
- Brainstorm a range of bold ideas to solve your customer's pain point
- Narrow in on and choose a solution idea to test
- Identify the assumptions as part of your project
- Run a rapid experiment with customers, including creating a hypothesis

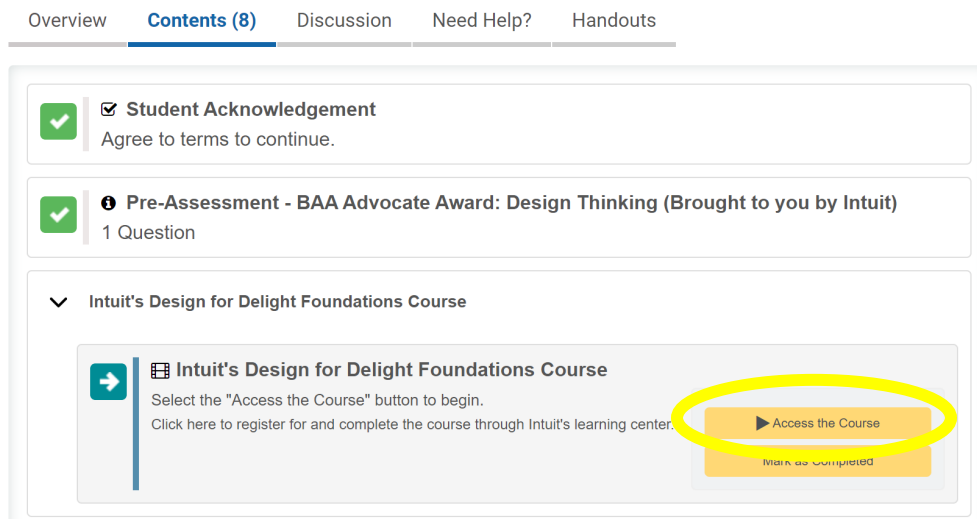
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Instructions for Completing this Award

1. Complete the Student Acknowledgement and Pre-Assessment in the program on the FBLA Learning Center
2. Register for the course within the Intuit Learning Management System
 - The link to register is in the BAA Advocate Award: Design Thinking program on the FBLA Learning Center



- Create an account and log into the Intuit Learning Management System.
- When you start the course, you will need to complete a form about yourself. Be sure to note Future Business Leaders of America in question 11. You are not able to receive the award without indicating FBLA.

11 Affiliate partner (if applicable)

- ☐ Network for Teaching Entrepreneurship
- ☐ Virtual Entrepreneurship
- ☒ Future Business Leaders of America (FBLA)
- ☐ DECA
- ☐ Enactus
- ☐ NACCE
- ☐ Take Charge Today
- ☐ Other

4. Once you complete the course, upload proof of completion into the FBLA Learning Center. This can be done by taking a screenshot of your dashboard in Intuit's Learning Management System.

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Additional Notes and Resources

BAA Capstone Award

Did you enjoy this program? If so, the BAA Capstone Award provides you the opportunity to use design thinking methodology to identify and solve a problem in your community. Interested participants can submit their capstone project for competitive review. **The grand prize is \$5,000.**

MURAL Templates

An interactive way to facilitate and collaborate on Design for Delight activities virtually. These templates can also serve as a workbook to capture and document projects.

- [MURAL Templates](#)
- [MURAL Instructional Videos \(by Intuit\)](#)