

# Course Description

## Design Thinking for Innovation: Defining Opportunities (KLplus CPE Course)

### Description:

In this course, you will learn how to translate data into actionable insights and define opportunities through tools like experience mapping and affinity clustering. This course was developed with experts in the subject matter provided by PDD. ([www.pddinnovation.com](http://www.pddinnovation.com))

### Learning Objectives:

Upon completion of this course, the learner will be able to:

- Discover the subject areas that will be covered in this course
- Recognize the three key aspects of a constructive mindset
- Sequence the steps for creating experience maps
- Distinguish between POD tool categories
- Recognize the benefits of using affinity clustering in design thinking
- Identify the key elements of the actionable insight formula
- Recognize examples of effective opportunity statements
- Knowledge Check: Using Insights to Define Opportunities

**Estimated Course Duration:** 24 minutes (0.5 CPE credits)

**Delivery Method:** Online Self-Study

**Field of Study:** Business Management and Organization

**Program Level:** Basic

**Prerequisites:** None



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