

Challenges deliverables

What is a successful submission?

Activity	Deliverable	Weight
Complete Design for Delight Level 1 course	Design for Delight Course Completion Certificate Completion will be verified by Intuit team on the NovoEd platform Sign up here: https://intuit.novoed.com/#!/courses/d4d_external_nov2021/flyer	10%
Video submission	Design for Delight Pitch Video: 3 minutes, outline of video and suggested time frames provided below: <ul style="list-style-type: none"> - Team intro: 20 seconds - Identify the customer problem statement and how your team reached it: 40 seconds - Identify the solution and how your team reached it: 90 seconds - How the solution will impact the world: 30 seconds 	40%
Written Submission	Answer written questions on Awardforce submission platform (questions listed below)	25%
Supporting documents	Resources that showcase work (ex. Workbook notes, Picture of Brainstorming, etc.)	25%

Written Submission Questions

1. Deep Customer Empathy: Why is customer empathy important? Share who your customers are, how many people you connected with to gain empathy, how your team gained empathy for your customers, and what you learned/found surprising through the experience.
2. Customer Problem Statement: What is your team’s Customer Problem Statement? What led your team to determine this was the problem to focus on? Share details around the “why” for choosing this problem.
3. Brainstorming: How did your team come up with ideas to solve? Describe the process for brainstorming, and strategies your team used to go big with your ideas.
4. Narrowing: Describe your solution idea in detail. How did your team decide on the solution idea to test out? Be specific on the strategies your team used to narrow in on the solution.
5. Rapid Experiments: What are your team’s ideas for prototyping and testing your solution? Please share experiments your team has considered, is trying out or have run to test if your solution works and meets the needs of your customers. What are your team’s next steps with your idea?