What design thinking mean....

and how to act upon it.
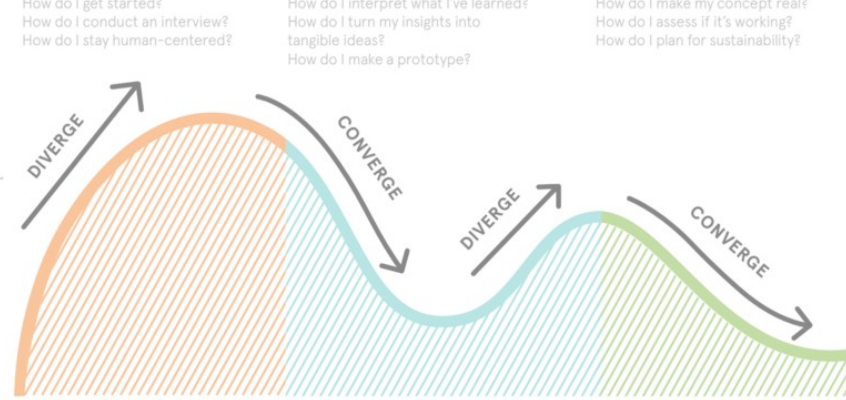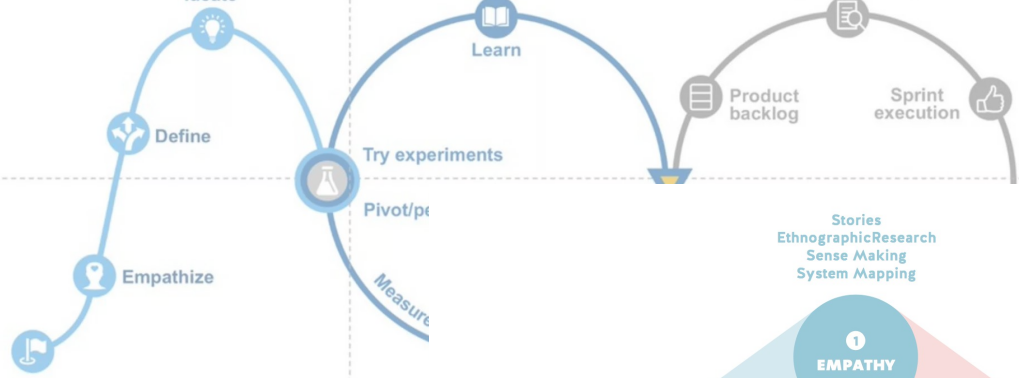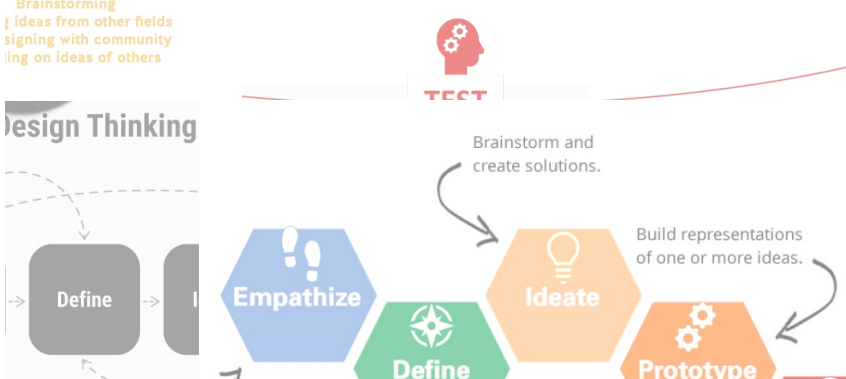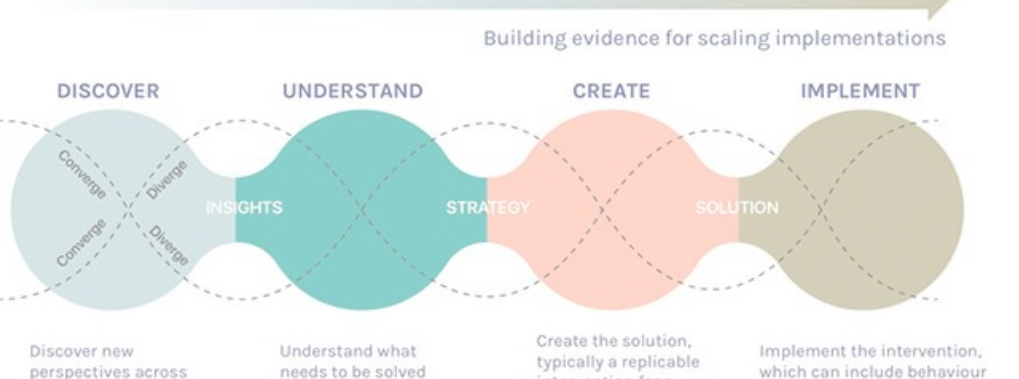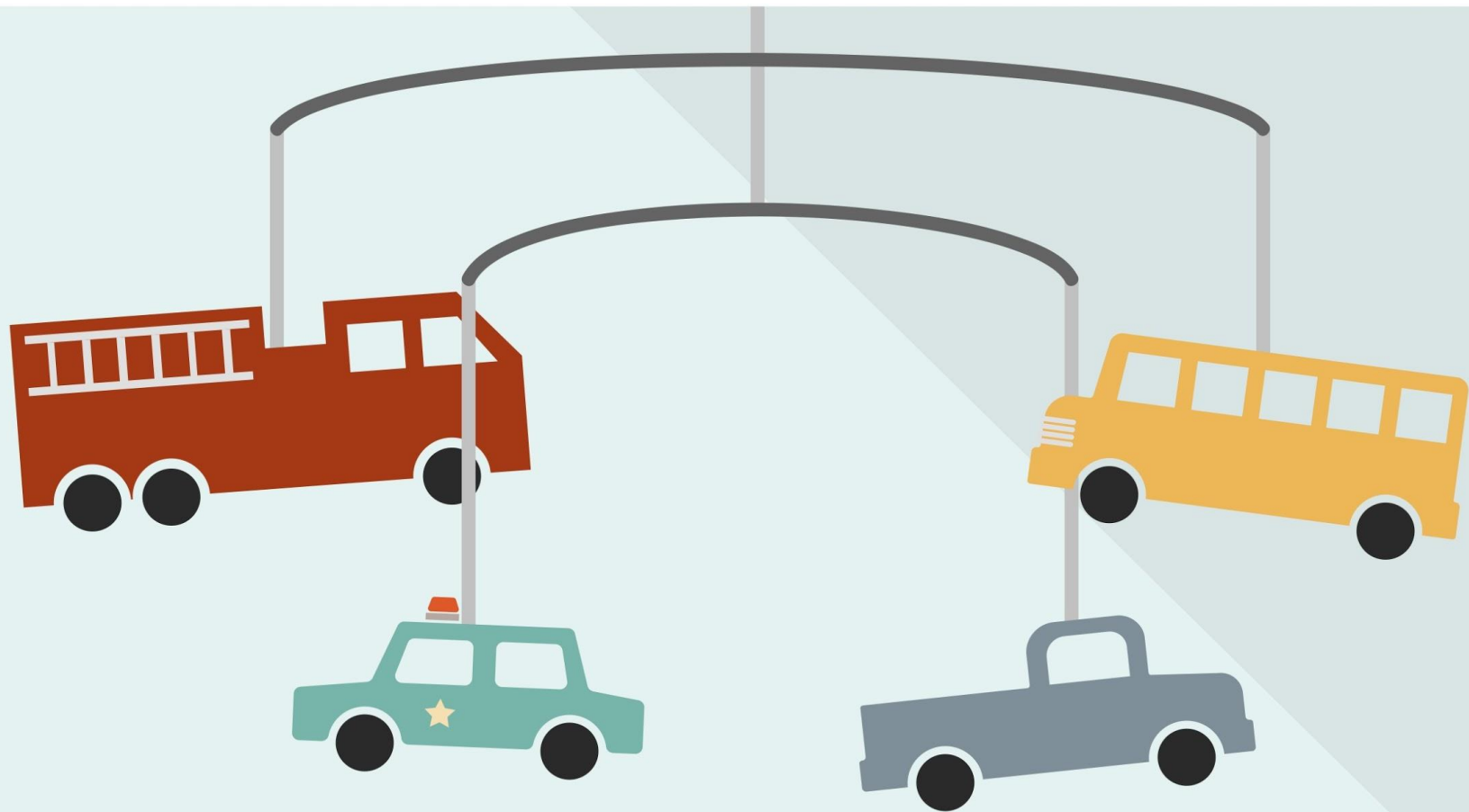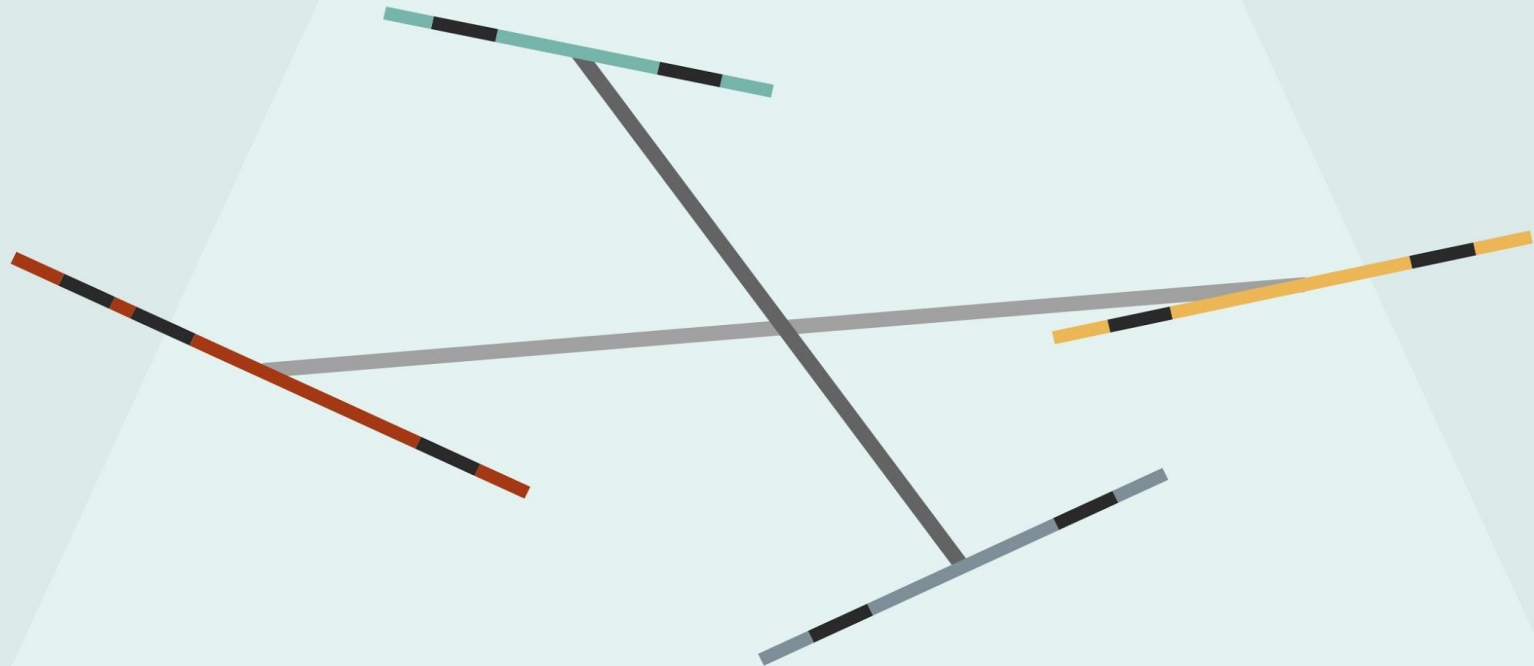
Happyend.

Don't have
FEAR

Suppress
EGO

Admit that you
KNOW
NOTHING
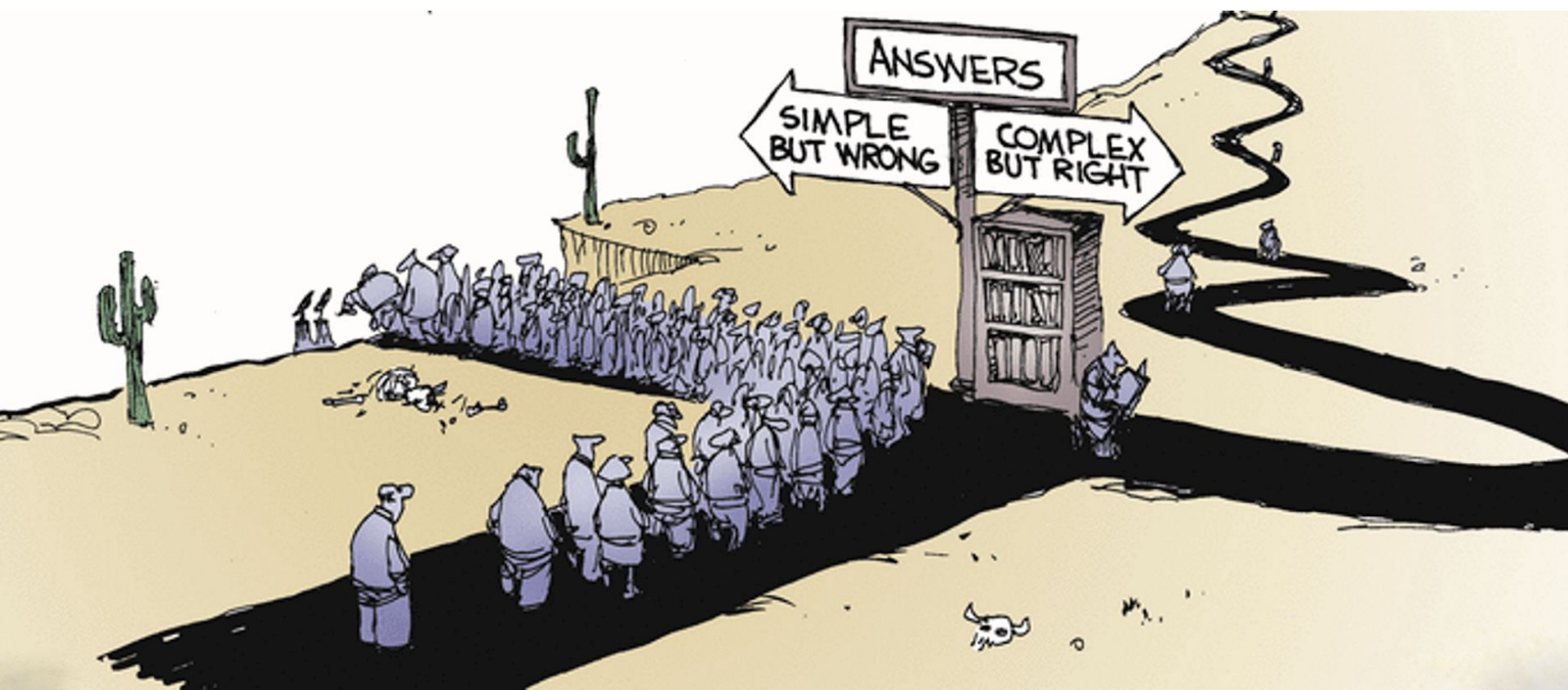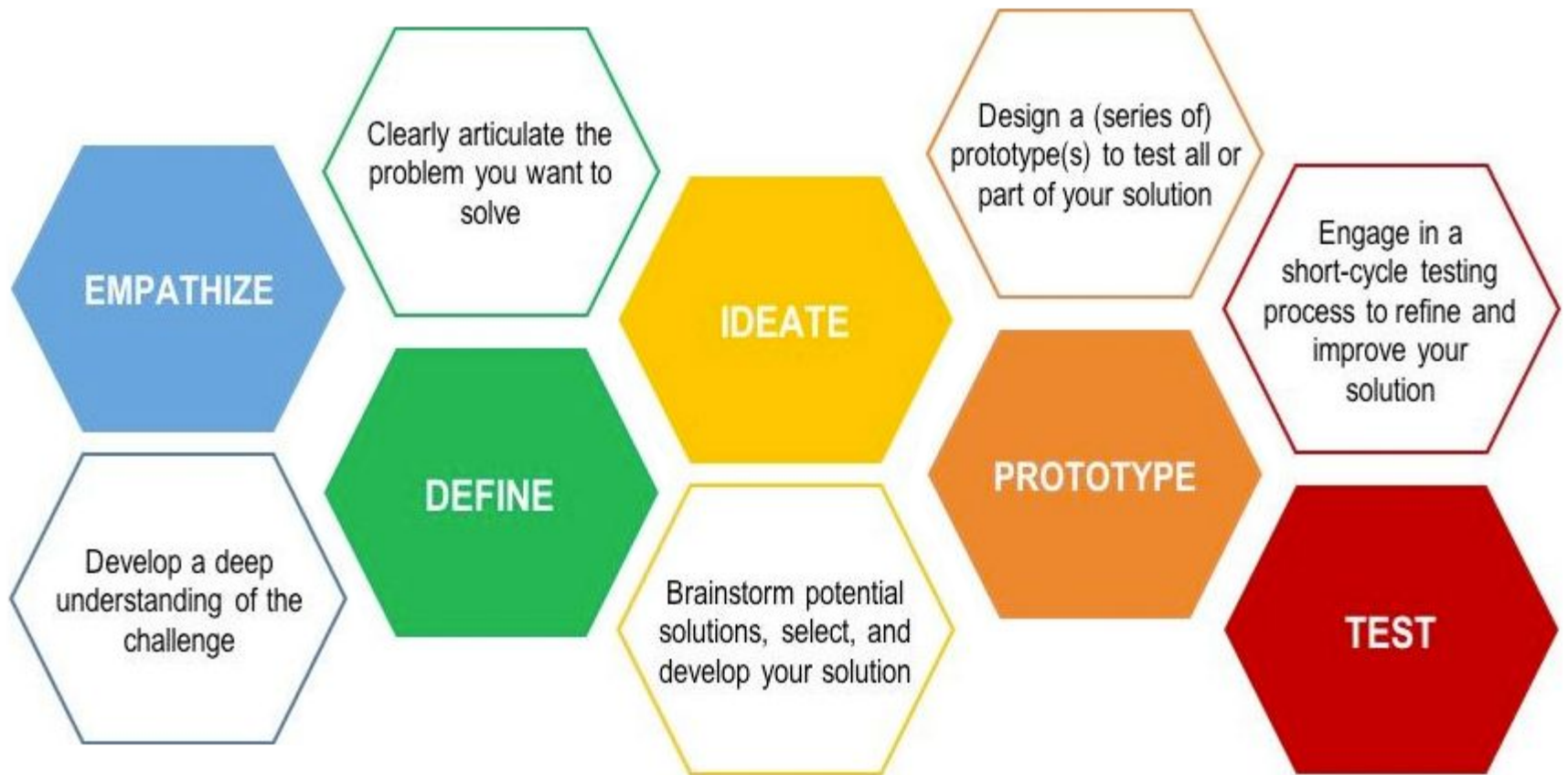
Happyend.

EMPATHIZE

Develop a deep understanding of the challenge

Clearly articulate the problem you want to solve

DEFINE

IDEATE

Brainstorm potential solutions, select, and develop your solution

Design a (series of) prototype(s) to test all or part of your solution

PROTOTYPE

Engage in a short-cycle testing process to refine and improve your solution

TEST

Happyend.

1. Problem definition

2. Solution

3. Iteration

Happyend.

1. **Problem definition**

2. Solution

3. Iteration

Happyend.

12 design research methods
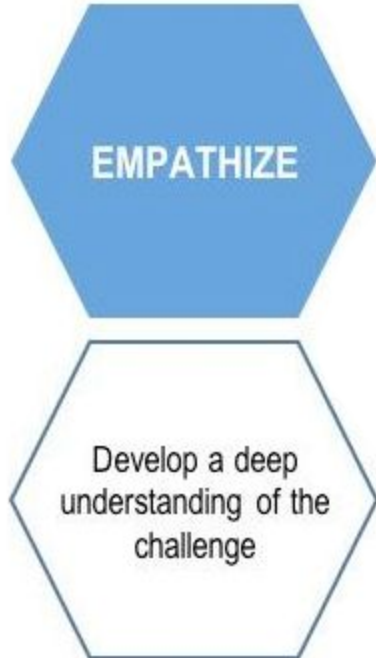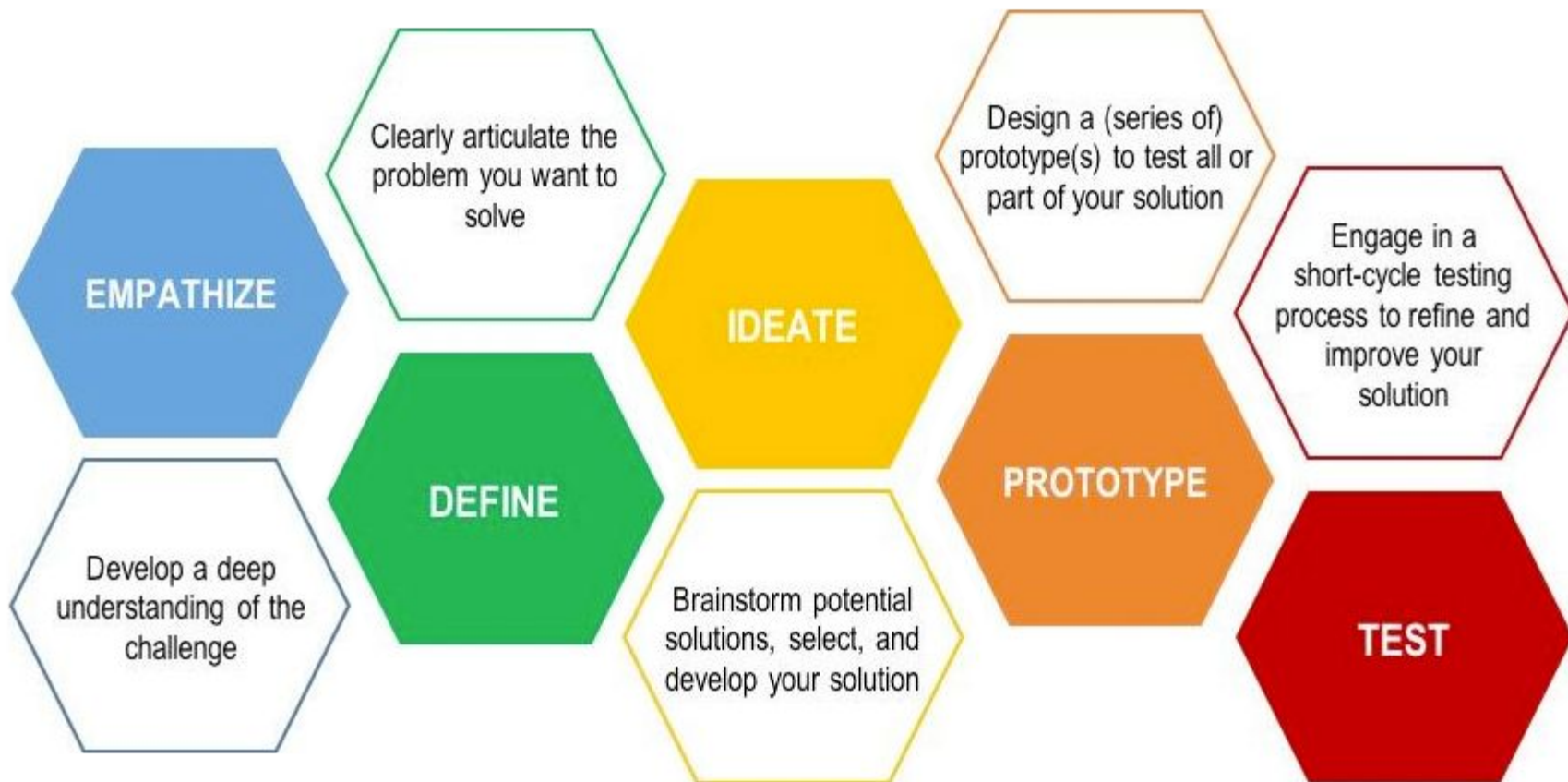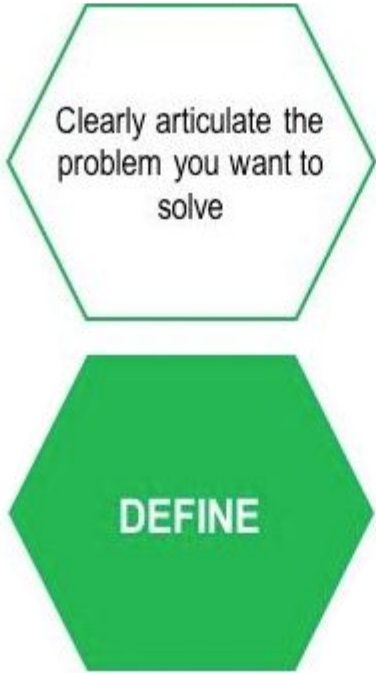
EMPATHIZE

Develop a deep understanding of the challenge

Happyend.

THE KEY TO SUCCESS?

DO STUFF

Happyend.

EMPATHIZE

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2. **Solution**

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Happyend.

Clearly articulate the problem you want to solve

DEFINE

Strive for insights.
"A, because of B."

Clearly articulate the problem you want to solve
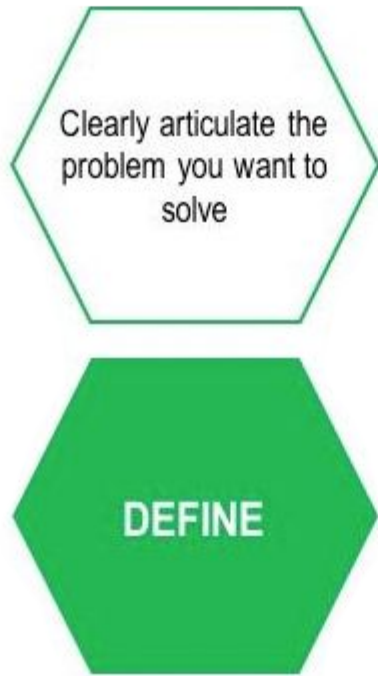
DEFINE

Clearly refine your challenge "How might we…?"

- Include **who** you are designing for.

- **Don't include a solution** in the question.

- Make sure your question is **generative and inspiring.**

- Does your question allow for a variety of solutions? If it doesn't, broaden it.

IDEATE

Brainstorm potential solutions, select, and develop your solution

Turn on your brain.

Employ your creativity

Think 10x

IDEATE

Brainstorm potential solutions, select, and develop your solution

19 top brainstorming techniques

Happyend.

Design a (series of) prototype(s) to test all or part of your solution

PROTOTYPE

7 tips for efficient prototyping

Happyend.

THE KEY TO SUCCESS?

DO STUFF

Happyend.

EMPATHIZE

Clearly articulate the problem you want to solve

IDEATE

Design a (series of) prototype(s) to test all or part of your solution

Engage in a short-cycle testing process to refine and improve your solution

Develop a deep understanding of the challenge

DEFINE

PROTOTYPE

Brainstorm potential solutions, select, and develop your solution

TEST

Happyend.

1. Problem definition

2. Solution

3. **Iteration**

Happyend.

Engage in a
short-cycle testing
process to refine and
improve your
solution

TEST

Show the prototype
to your potential customer.

Let the customer give you
a feedback.

Learn from it.

Engage in a short-cycle testing process to refine and improve your solution

TEST

DO PEOPLE WANT IT?

Would people use this thing?

Would people buy this thing?

Would people prefer this thing over that other thing?

HOW SHOULD IT WORK?

Can people do this thing we want them to do?

How will this interaction feel?

Do people understand where to click?

Happyend.

THE KEY TO SUCCESS?

DO STUFF

Happyend.

EMPATHIZE

Develop a deep understanding of the challenge

Clearly articulate the problem you want to solve

DEFINE

IDEATE

Brainstorm potential solutions, select, and develop your solution

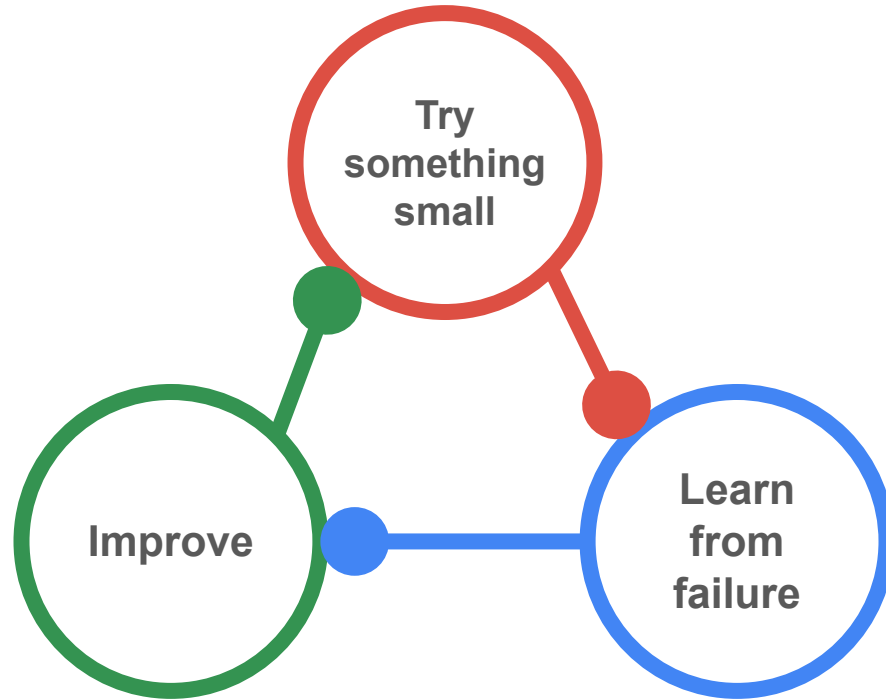Design a (series of) prototype(s) to test all or part of your solution

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