DESIGN THINKING
Design thinking minimizes the risks of innovation by engaging customers or users through a series of prototypes to learn, test & refine concepts.
1
EMPATHIZE
Learn about the audience
Observe and interview
Listen
Ask questions
2
DEFINE
Define your scope
Look for patterns and insights
Question assumptions
Frame your P.O.V
3
IDEATE
Come up with many solutions
Experiment
Co-create with team members
Brainstorm and select
4
PROTOTYPE
Think big, act small, fail fast
Gather feedback
Refine
Learn from users
5
TEST
User testing and surveys
Evaluate
Gather learnings
Iterate and scale