

# EJDRES

Engaged and Entrepreneurial European University as Driver for European Smart and Sustainable Regions

**DESIGN-THINKING** 







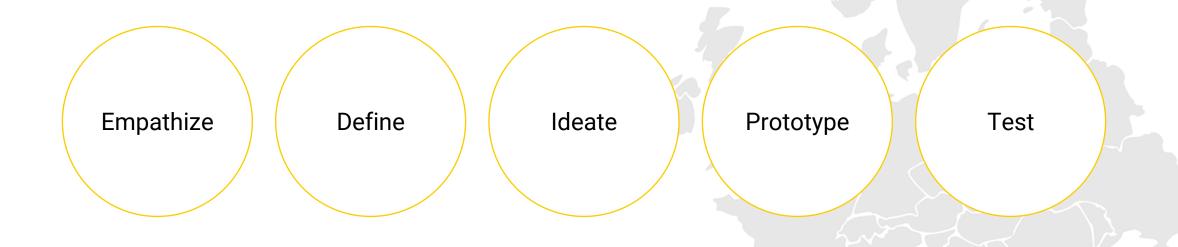
### What is "Design thinking"

 Design thinking is a process for solving problems by prioritizing the consumer's needs above all else.

 It employs an iterative, hands-on approach to creating innovative solutions.



# The five stages of the design-thinking process





## Empathize

- "Observation" of the consumer
  - Without judgement
- Without imparting preconceived notions





Take the findings from the "Empathize"-phase and define the problem you're trying to solve.





- Brainstorming ideas on how to solve the problem
- First: generate a bunch of different ideas from different angles
  - Then: move forward with fewer ideas



#### Prototype

- Ideas turn into solution
- No need to be perfect





Observe how the consumer interacts with it

Collect feedback



