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E³UDRES²

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



DESIGN-THINKING



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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

Define

Ideate

Prototype

Test

Empathize

- „Observation“ of the consumer
 - Without judgement
- Without imparting preconceived notions

Define

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



Ideate

- 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



Test

- Observe how the consumer interacts with it
 - Collect feedback

What happens next?

