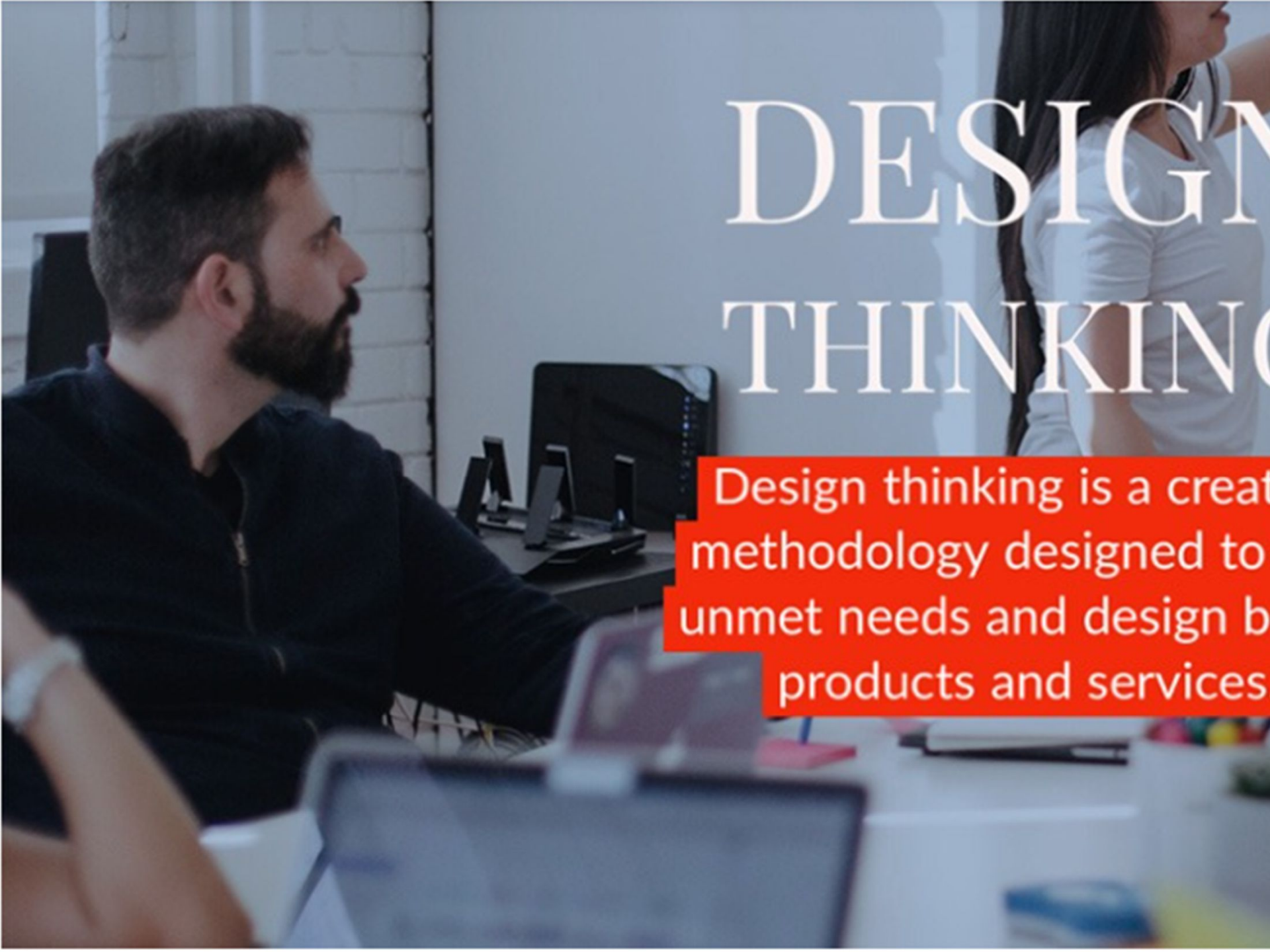
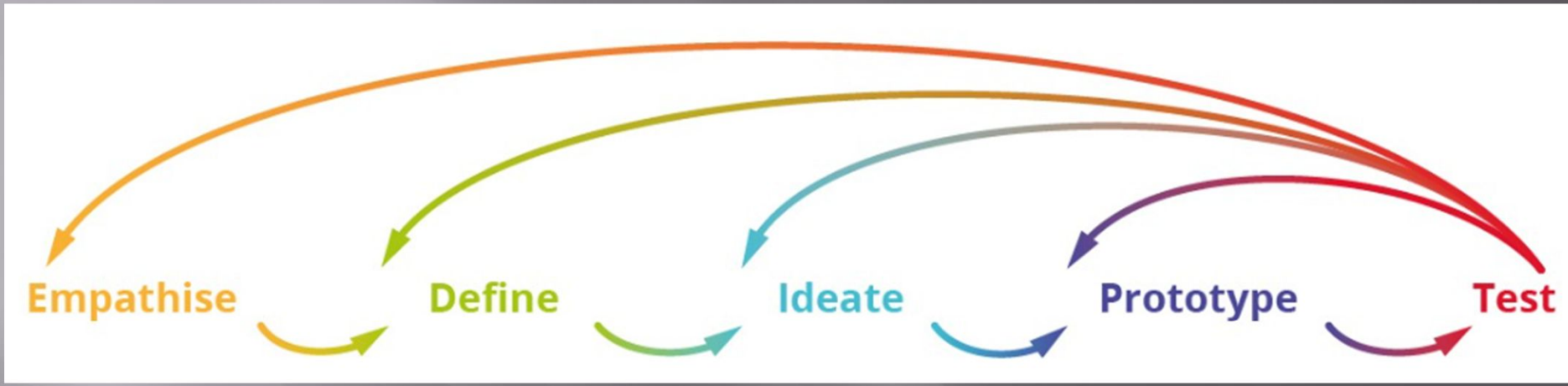
DESIGN THINKING


DESIGN
THINKING
Design thinking is a creat
methodology designed to
unmet needs and design b
products and services

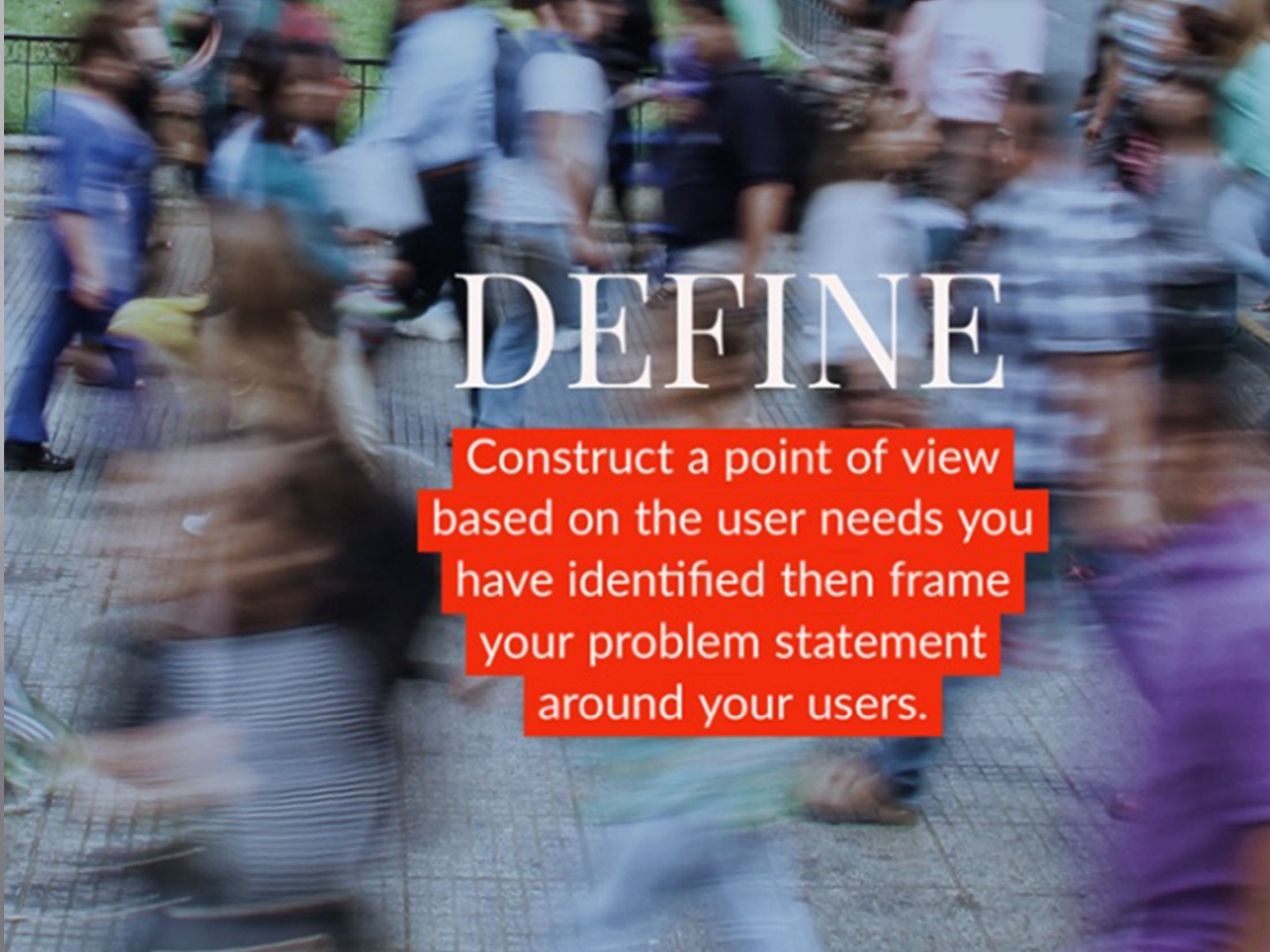
THE DESIGN THINKING PROCESS



THE 5 STAGES OF DESIGN THINKING

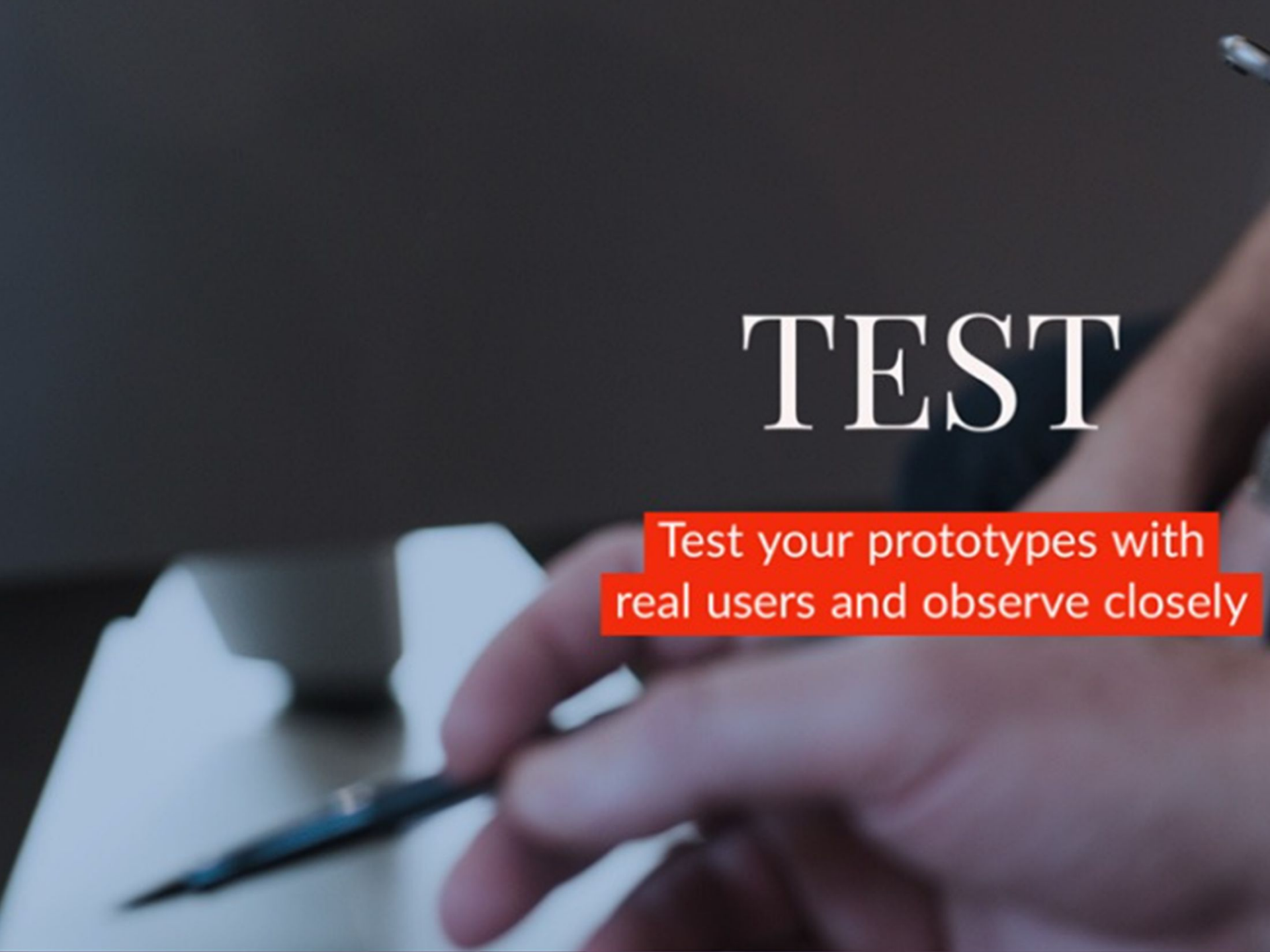
- Empathise
- Define
- Ideate
- Prototype
- Test

EMPATHISE
See the world through the users' eyes


DEFINE
Construct a point of view based on the user needs you have identified then frame your problem statement around your users.

IDEATE
Get creative with your team, generate as many ideas as you can that provide a solution to your user's needs.

PROTOTYPE
Prototyping makes an idea tangible so it can be understood and evaluated. Prototype fast and often.


TEST
Test your prototypes with
real users and observe closely

- ANY QUESTIONS?