

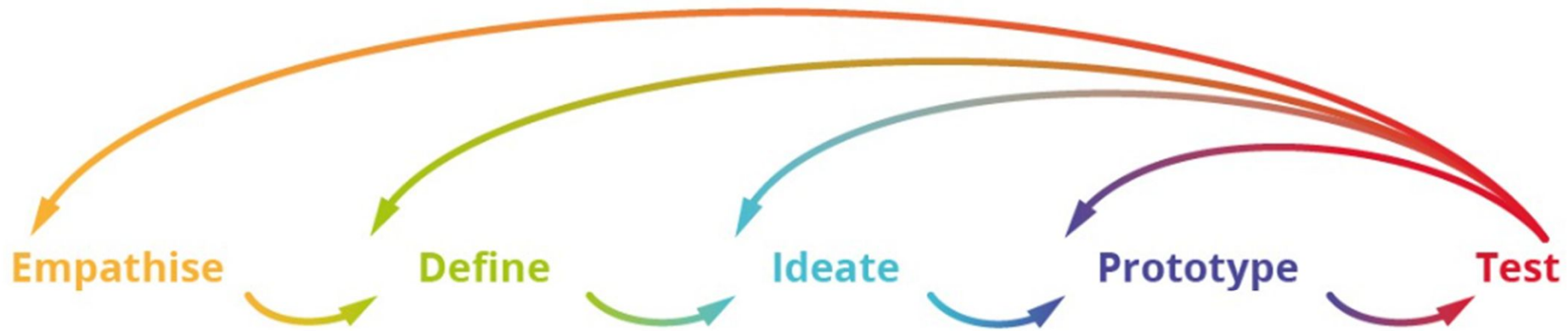
DESIGN THINKING

A man with a beard and dark hair, wearing a dark blue zip-up shirt, is seated at a desk in a modern office. He is looking towards the right side of the frame. In the background, there is a white brick wall and a woman with long dark hair, wearing a white shirt, is partially visible. The desk has several laptops and other office equipment. The overall lighting is soft and professional.

DESIGN THINKING

Design thinking is a creative methodology designed to uncover unmet needs and design better 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.

A person with long dark hair is seen from the side, sitting at a white desk and typing on a silver laptop. In the background, a large monitor displays a web application interface. The wall behind the monitor is covered with numerous yellow and pink sticky notes. On the desk, there is a small potted plant, a container of colorful pens, and some blue sticky notes. The overall atmosphere is creative and collaborative.

IDEATE

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

A man in a light blue shirt is shown in profile, working on a white plastic prototype. He is holding a small component and using a tool. The background is filled with various 3D printed parts, including a large white dome-like structure with circular holes and a clear cylindrical container.

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?