



Design Thinking Methodology

Design Thinking is a human-centered approach to innovation that integrates user needs, technical feasibility, and business viability. It tackles complex problems through an iterative 4-phase process to arrive at creative yet practical solutions. The four phases are:

Empathize - Deeply understand users and their needs.

- Observe and engage with users in their environment.
- Conduct user interviews to uncover thoughts, emotions, motivations.
- Develop empathy to see problems from the user's perspective.

Define - Analyze findings to frame the core problems.

- Synthesize insights from the Empathize phase.
- Identify themes and patterns in user needs.
- Frame key problems through structured brainstorming.

Ideate - Generate potential solutions.

- Conduct structured and unstructured brainstorms.
- Leverage techniques like worst possible idea and analogies.
- Build on others' ideas and go for quantity over quality initially.

Prototype - Build and test solutions.

- Create quick, inexpensive, scaled-down versions of solutions.
- Seek user feedback, identify issues, refine prototypes iteratively.
- Treat prototypes as tools for learning, not perfected solutions.

Design Thinking is inherently collaborative, optimistic and experimental. Multidisciplinary teams co-create solutions grounded in user needs and feedback. The fluid process fosters "out-of-the-box" solutions through creative problem framing and ideation before testing assumptions and concepts through prototypes. This ultimately produces innovative, human-centered products, services, processes or strategies.