

Design Thinking

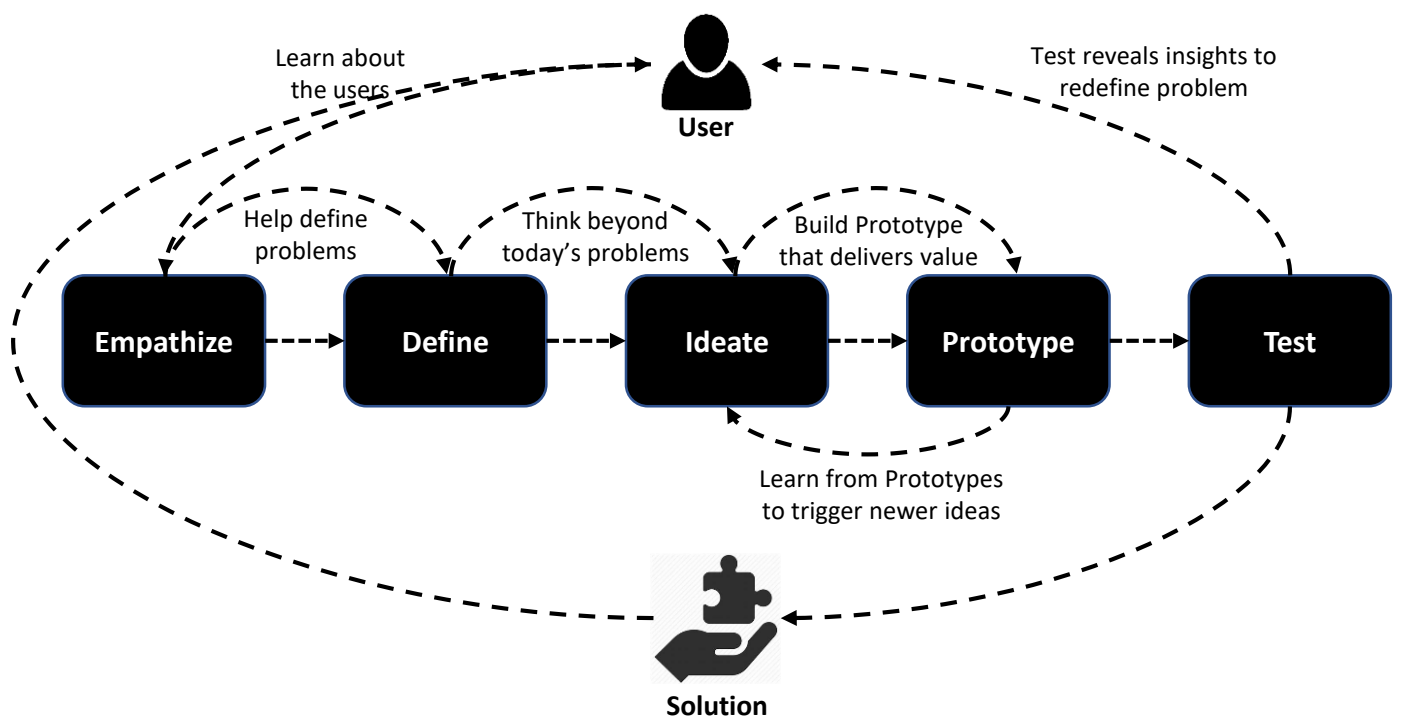
An ideal tool to THINK BIG, START SMALL, ACT FAST

Design thinking is an exponential, stretch beyond conventional boundaries, iterative process which seeks to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test.

The method consists of 5 phases—Empathize, Define, Ideate, Prototype and Test and is most useful when you want to explore tomorrow’s opportunities today.



The process of Design Thinking is to learn about the users, empathize with them, facilitate defining the right problems or opportunities, ideate with creativity and without inhibitions, build quick prototypes, test them and evolve iteratively to a solution that create unprecedented opportunities and generates exponential business value.



Learn More About Design Thinking

Design consultancy IDEO's design kit is a great repository of Design Thinking tools and case studies: <http://www.designkit.org/>

To keep up with recent developments in Design Thinking, read Design Thinking pioneer Tim Brown's blog: <https://designthinking.ideo.com/>

To learn how to engage in Design Thinking, check out the course "Design Thinking: The Beginners Guide" – an excellent guide to get you started on your own Design Thinking projects: <https://www.interaction-design.org/courses/design-thinking-the-beginner-s-guide>