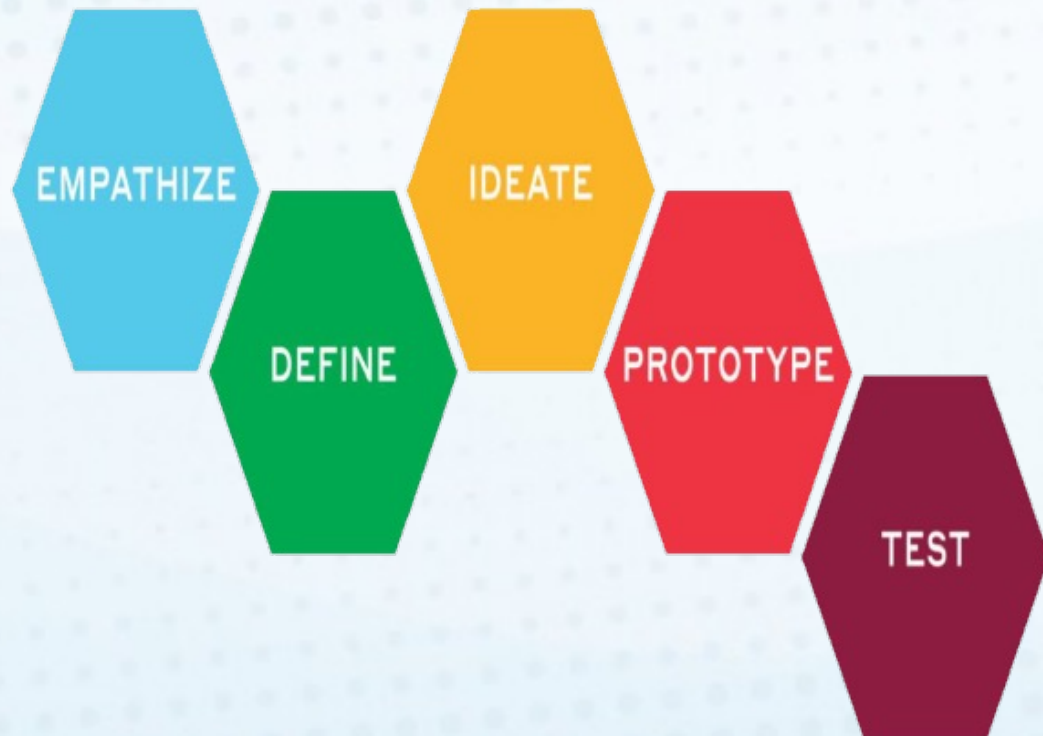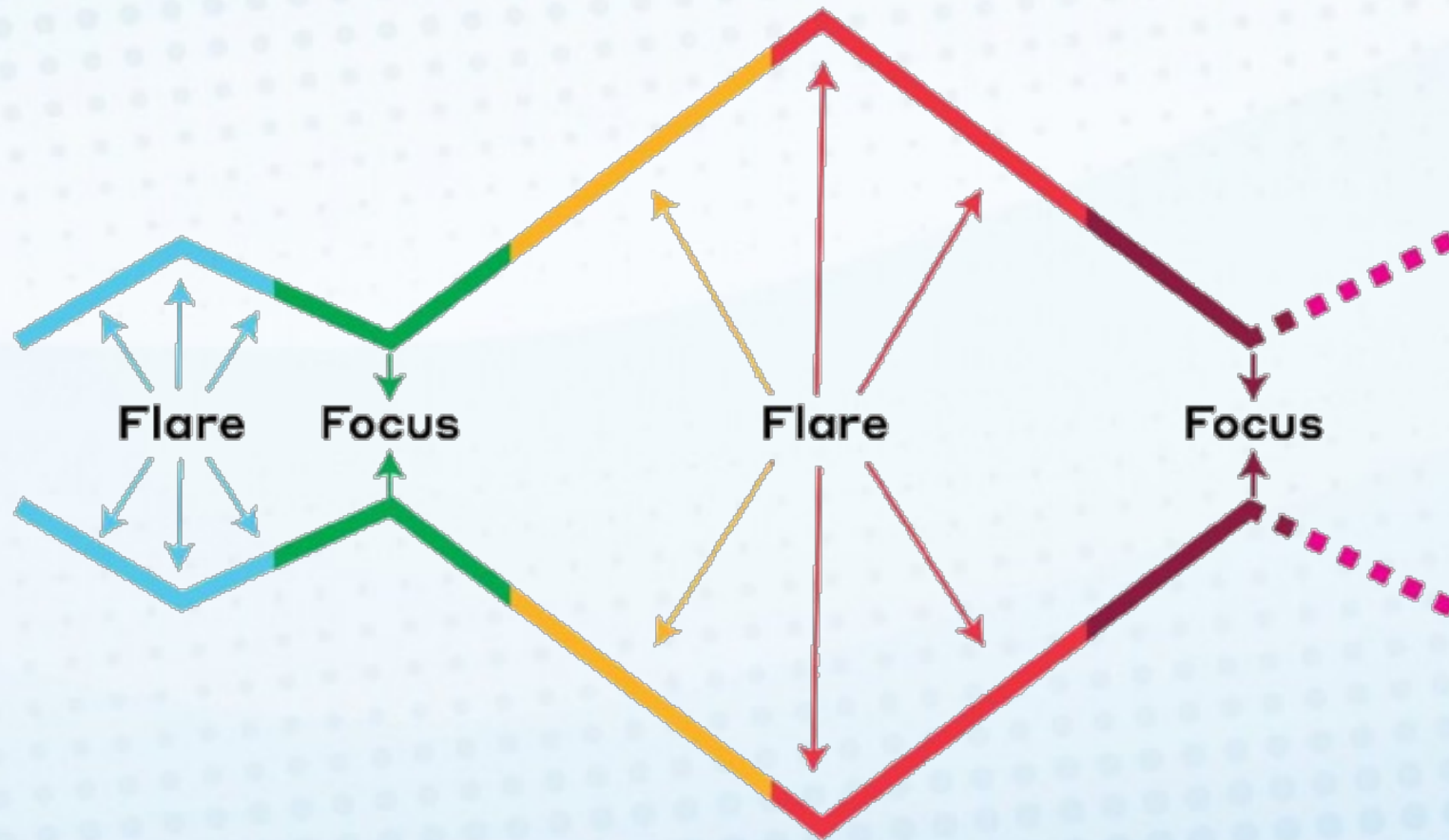# Design Thinking

Introduction to Design Thinking

Design Thinking is a five-step, cyclical process developed at Stanford University and adopted by General Motors to create a common language across the business.

- **Empathize:** Observe how others behave and design based on that (as opposed to your own perception and experience).

- **Define:** Take what's been learned from empathy work to frame the problem that needs to be addressed. Try creating a Point of View focused on a single user and insights gained from empathizing with them.

- **Ideate:** Now that we have a single, specific problem we're trying to solve, we set to work developing the broadest range of solutions we can. Think big, think wide, think tall, think small. Build on the ideas of others. Help them build on yours. Defer judgement. Encourage wild ideas — and each other.

- **Prototype:** Time to create a model from the solution(s). The goal here is to create a cheap way to explore possibilities and test assumptions. This allows us to "fail faster" so we can create better solutions sooner.

- **Test:** Here we solicit feedback on the prototype. Test with at least three other people. Ask what they like and what they don't like. What works? What doesn't? What needs to be fixed? What has to stay?

Focus & Flare:

During empathy, you are thinking and broadly as possible (flaring), then focusing those ideas during define. Flaring even more so during ideation and prototyping and bringing it back to focus during testing.

Flare   Focus   Flare   Focus

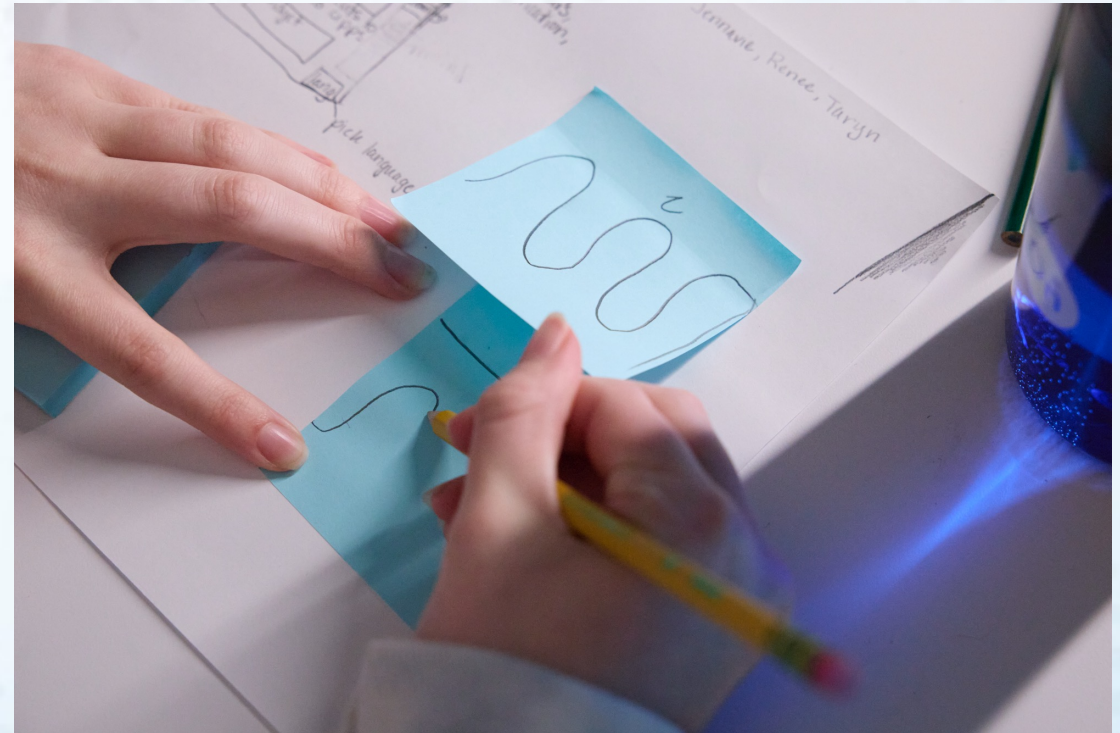## POST-IT NOTE EXERCISE:

Design Thinking in Action

What you'll need:

- Post-It Notes

- A pencil, pen or markers

- A few friends or family members
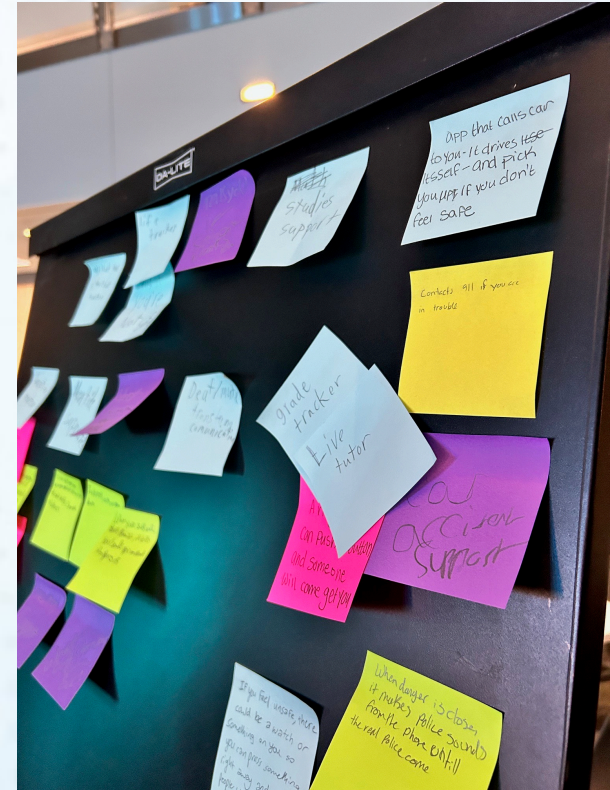 to work with

- Your imagination

Let's start with two questions:

- How can technology keep you safe?

- What would that look like as an app?

Brainstorming Tips

- Build on other's ideas

- Defer judgement

- Have fun!

- Encourage wild ideas

- One conversation at a time

- Go for quantity

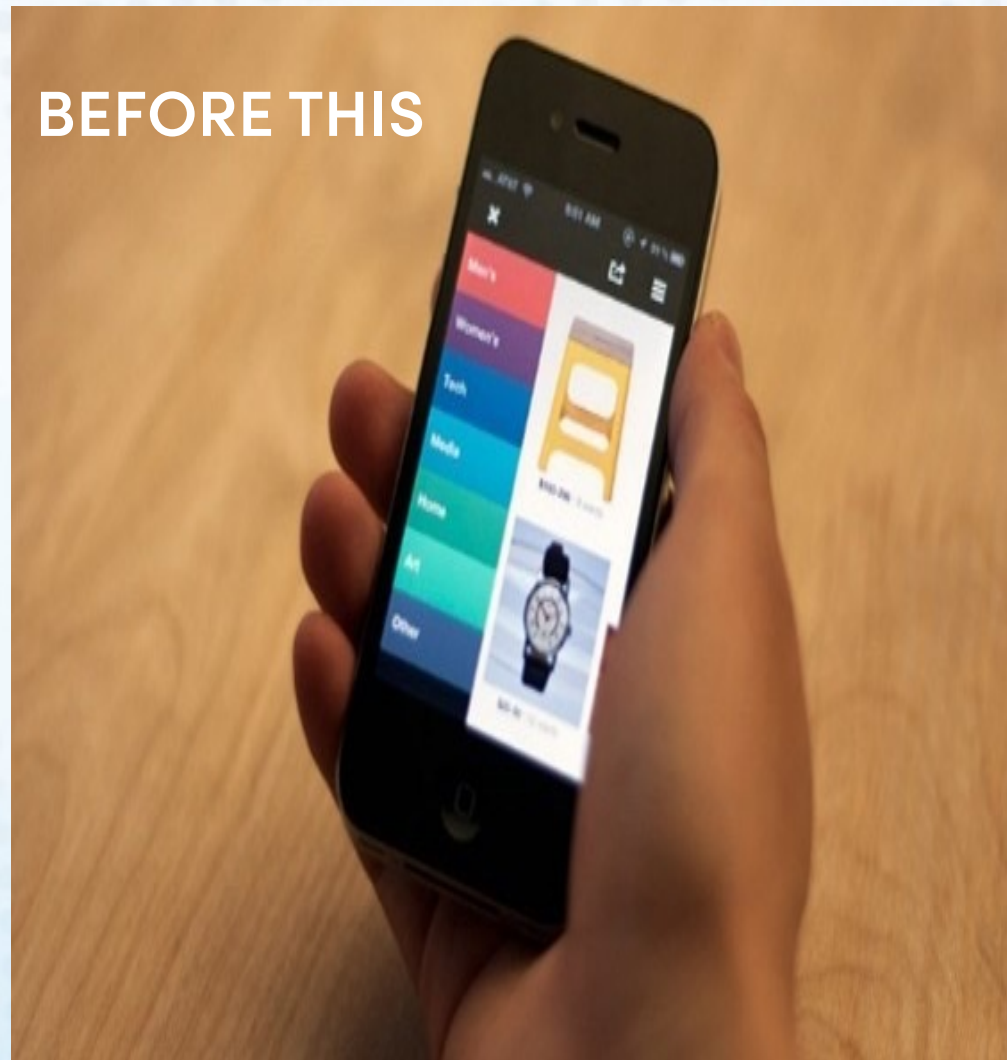- Yes, and! (Avoid yes, but...it negates others' ideas and takes you out of a creative mindset)

Work up a sample prototype to help test your idea. For example:

THIS

BEFORE THIS

Ask yourself or your friends or an adult:

- What do you like?

- What don't you like?

- What needs to be fixed?

- What needs to stay?

After you've answered those questions, adjust your design and test again. Repeat the process until you've perfected your idea.

YOU CAN USE DESIGN THINKING TO SOLVE PROBLEMS EVERY DAY!