




Design Thinking

Design thinking is a methodical approach to innovation, which involves understanding problems deeply, exploring diverse solutions, iterating through prototyping and testing, and ultimately implementing solutions.


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Design Thinking IDEO Model




INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.




IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.


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The Design Thinking Solution

Innovators are...	Design Thinking	Improved Outcome
Trapped in their own expertise and experience	Provides immersion in the user experience	A better understanding of those being designed for
Overwhelmed by the volume of data	Makes sense of data by organizing it into themes and patterns	New insights and possibilities
Divided by differences in perspectives	Builds alignment into design criteria	Convergence around what matters
Confronted by too many ideas	Encourages the emergence of fresh ideas through a focused inquiry	A limited but diverse set of solutions
Constrained by existing biases	Fosters articulation of the conditions necessary to each idea's success	Clarity on make or break assumptions
Lacking a shared understanding of new ideas	Offers pre-experiences to users through rough prototypes	Accurate feedback at low cost
Afraid of change and ambiguity	Delivers learning in action as experiments engage staff and users	A shared commitment and confidence in the new product or strategy

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