Design-driven development uses design as the tool for generating ideas for the unique challenge. It is completed depend upon the learning and better understanding of the problem. Firstly, we initialise a problem and take insights of the challenges by conducting primary as well as secondary research. Further, we discuss every aspect of the problem and its aftermath and then we reach a certain prototype after a lot of iterations. Elements of design thinking that contributed to “an innovative, design-driven solution are as following:

* Iteration is the key element of the design thinking as it involves continue thinking and analytics of solutions under which we are working to get a final solution that can be launched in the market.Iteration is completely user end driven process that involves the feedback from the users.It involves regular testing of the product that improves the quality of the product.
* Empathy plays a crucial role in the process of design thinking because it involves an empathic understanding of the design challenge by understanding the needs of the people.To develop a good relationship with the customers we must listen to the views of the person and sincerely work on the customer needs.
* Feedback is the most important process of design thinking.It involves discussion of the problem and valuable comments on the prototype.

Mr.Doug Dietz’s is a pioneer in the field of designing since 20 years.Firstly,he realised the problem and take an incentive to design an MRI Scanner.But when he takes an insight of the product he discerns that the product doesn't need the requirement and further it develops a good model.It involves iteration under which he continuously repeating the testing and refining process for the better outcome.Feedback also plays an important role as the valuable comments from the people help him developing a great relationship with the customers.