

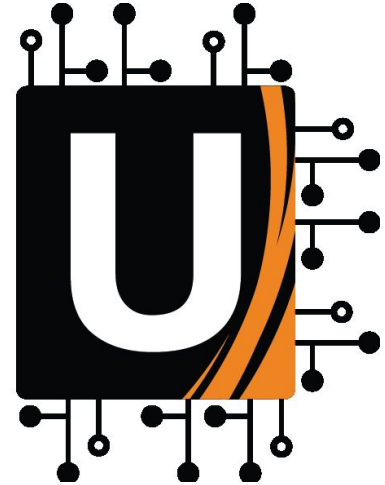


University
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Computer Science

HighTech

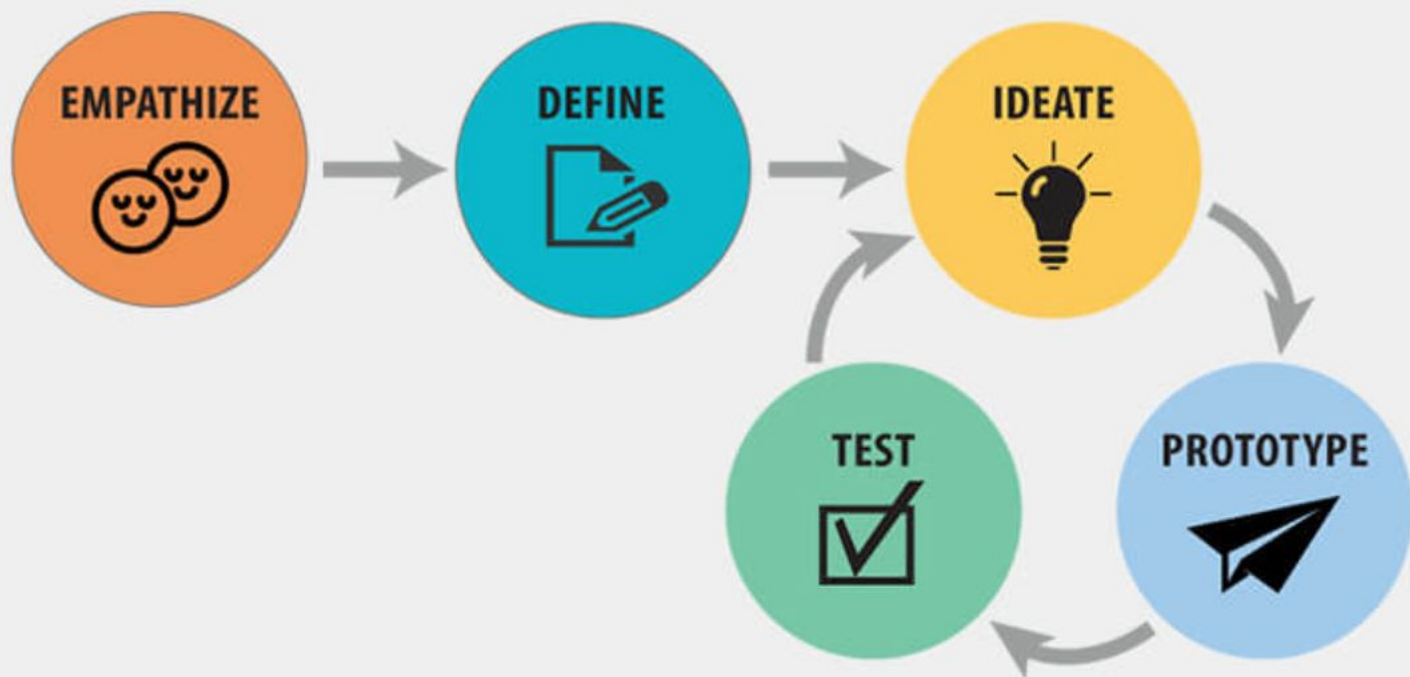
Empowering Future Innovators



Design Thinking

What is **Design Thinking (DT)** ?

- It's a solution-based approach to finding what would-be users *really* need
- A mindset and a methodology for generating creative solutions
- Certain characteristics of DT make it effective in almost any field – from business innovation to product design to learning design
- The approach to DT consists of five phases



Empathize

- This stage demands gaining an empathic understanding of the problem you're trying to solve
- Be non-judgemental - set aside your own assumptions about the world in order to gain insight into users and their needs
- Seek to understand
- “Becoming” them

Define

- Put together the information you have created and gathered during the Empathize stage
- Define the **core** problem/s you and your team have identified so far
- Define your “PROBLEM STATEMENT”

Ideate

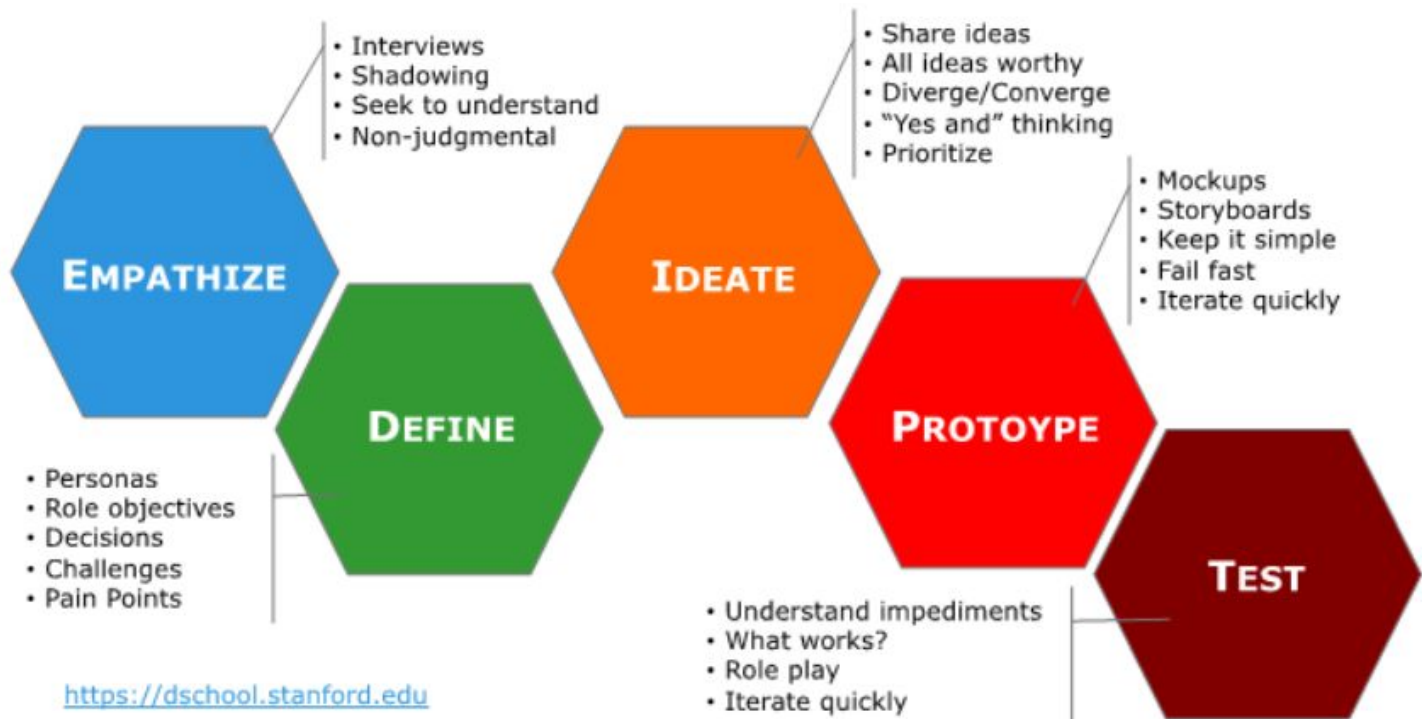
- This stage finds you ready to start generating ideas
- With the knowledge you have gathered in the first two phases, you can start identify new solutions to the problem statement you've created
- You can start to look for alternative ways of viewing the problem

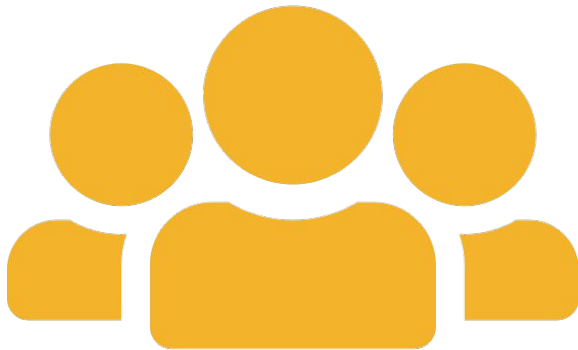
Prototype

The team produces a number of inexpensive, scaled-down versions of the product or specific features found within the product so you can investigate the problem solutions generated in the previous stage

Test

- Rigorously test the completed product using the best solutions identified during the prototyping phase
- This is the final stage; however, in an iterative process, the results generated during the testing phase are what you will often use to redefine one or more problems





Define a Problem to Work On