

# DESIGN THINKING

## Emphasize

Empathy is the first step in design thinking because it is a skill that allows us to understand and share the same feelings that others feel.

## Define

Design thinking is a problem-solving methodology to innovate and create human-centered products and services.

## Ideate

Ideation is a creative process where designers generate ideas in sessions (e.g., brainstorming, worst possible idea).

## Prototype

A prototype is a product built to test ideas and changes until it resembles the final product.

# Brainstroming

