Design Thinking: A Non-Linear Process

Learn about users
through testing

Tests create new ideas
for the project

| **Empathize** | → | **Define** | → | **Ideate** | → | **Prototype** | → | **Test** |

Learn from prototypes
to spark new ideas

Tests reveal insights that
redefine the problem
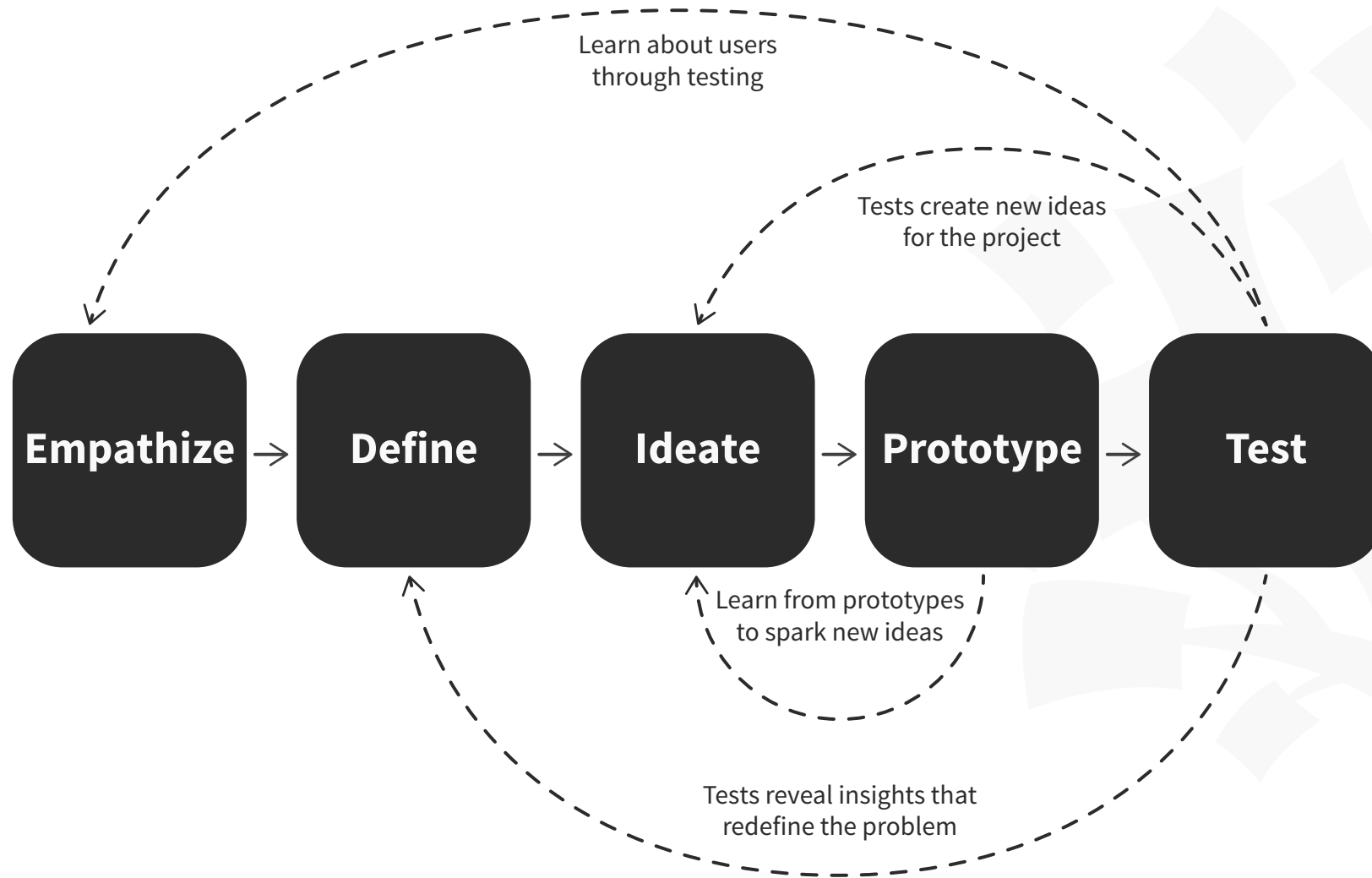
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