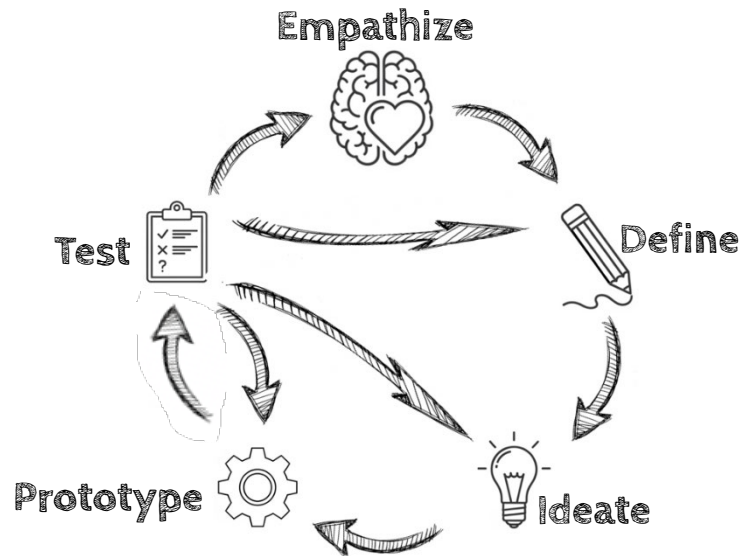


# Design Thinking



## Empathize

- Get to know your intended audience – What are their needs, feelings, and challenges?
- What is the purpose of your product? In what ways does it address the needs, feelings, and challenges of your intended audience?
- Don't be afraid to revisit the Empathize stage of the design thinking process. You may discover something new during testing that sends you back to the Empathize stage to better understand your audience.

## Define

- Explicitly define the problem with as much detail as possible. For example, **“We need to design an app that helps students track their progress toward health and fitness goals, and visually represents their progress using charts and graphs”**
- Don't be afraid to revisit the Define stage of the design thinking process. You may discover something new during testing that sends you back to the Define stage to redefine the problem.

## Ideate

- The ideate stage is all about brainstorming. Generate as many solutions as you can for the problem you defined. This is the time for creativity!
- Evaluate the advantages and disadvantages of each solution.
- Don't be afraid to revisit the Ideate stage of the design thinking process. You may discover something new during testing that sends you back to the Ideate stage to generate new ideas.

## Prototype

- The prototype stage is all about creating a rough sample of your product. Narrow down your ideas from the ideation stage and select one to prototype.
- Don't be afraid to revisit the Prototype stage of the design thinking process. The iterative cycle between prototyping and testing will help you continuously improve your product.

## Test

- The testing stage is all about seeing if your product works as intended.
- Use the testing stage to identify issues that require troubleshooting, obtain feedback from test users, and compare results against your original goals to determine how well your product addresses your audience's needs, feelings, and challenges.
- Don't be afraid to revisit other stages of the design thinking process. During the Test stage, you may discover something new that send you back to revisit the Empathize, Define, Ideate, or Prototype stages.