



# Design Thinking

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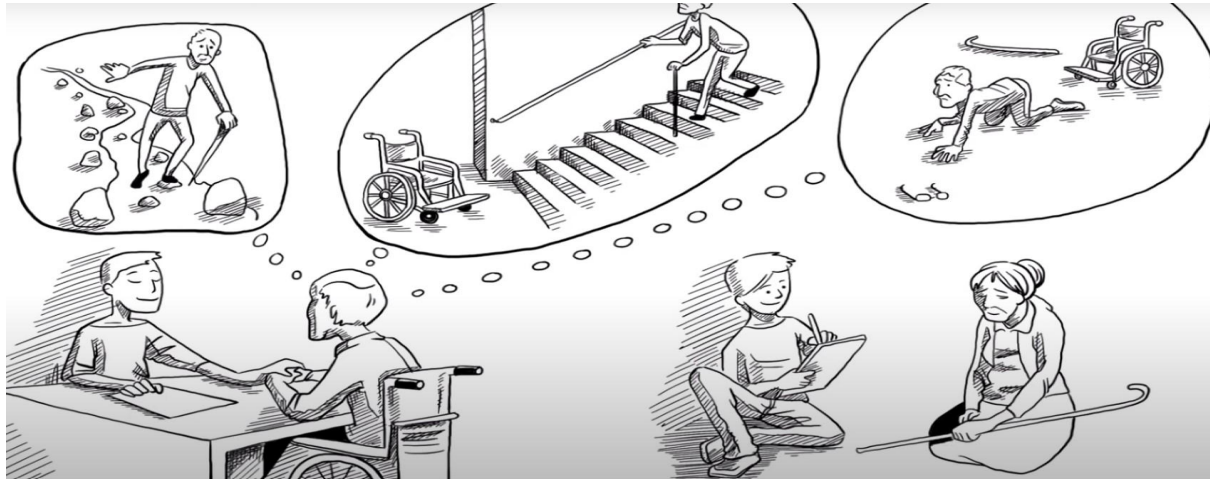


# INTRODUCTION

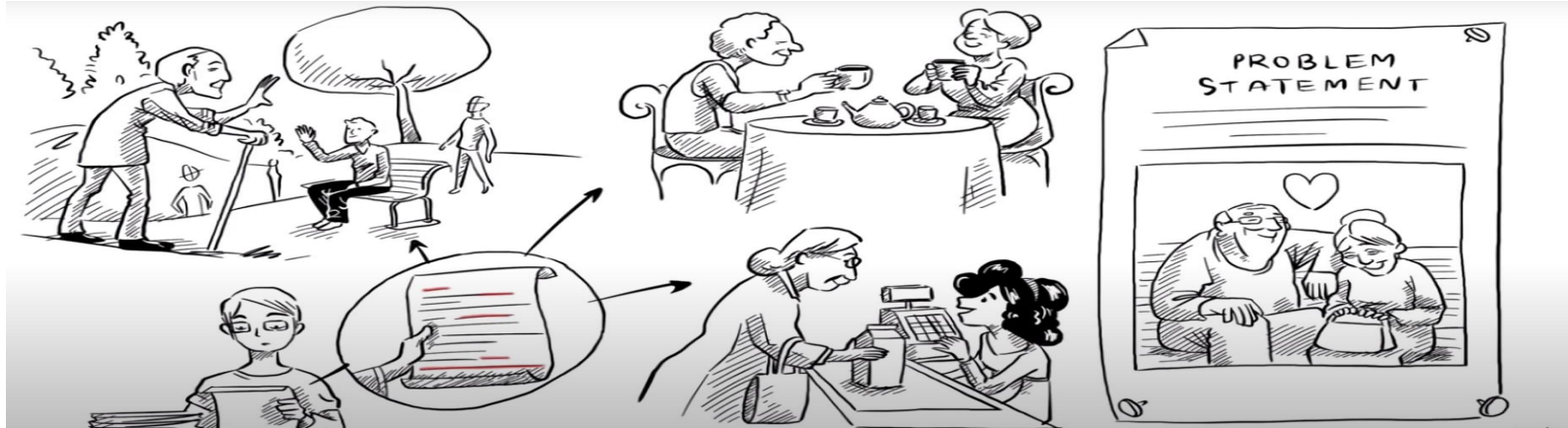
- Design Thinking- A design methodology that provides a solution-based approach to solving problems for a particular group of people
- Human or user centric
- Used to solve complex problems
- Consists of five steps -Empathise,Define,Ideate,Prototype and Testing



## STEP 1-EMPATHISE



## STEP 2 - DEFINE



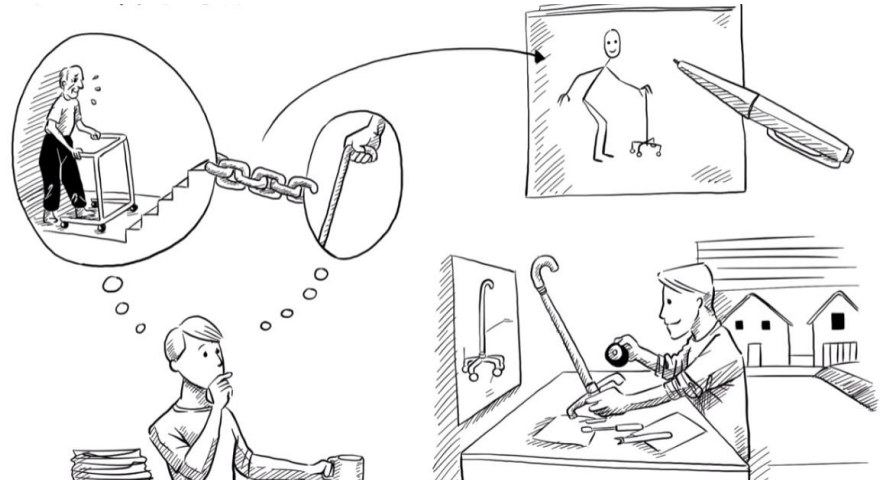
## Step 3 - Ideate

- Out of box thinking
- Come up with many ideas
- Uses different ideation techniques



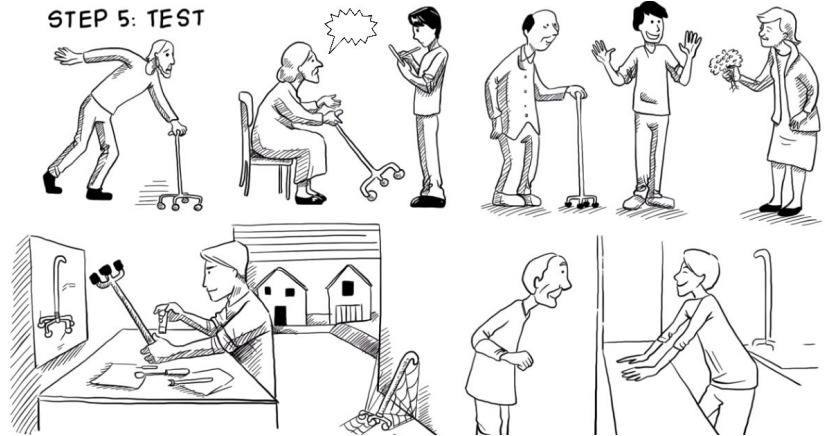
## Step 4: Prototype

- Narrow down ideas & turn it into prototype.
- Connect the dots.
- Uses different prototyping tools.



## Step 5: Test

- Testing the final product
- Iterative
- Redefining problems
- Understand the ideal solution for the user







## Key Takeaways

- What is design thinking
- Why design thinking
- 5 phases(Empathise, Define, Ideate, Prototype, Test)