Design Thinking Process Diagram*

EMPATHIZE
- conduct interviews
- uncover emotions
- seek stories

DEFINE
- reframe and create human-centric problem statements
- identify meaningful surprises and tensions
- infer insights

IDEATE
- brainstorm radical ideas
- build on others' ideas
- suspend judgement

PROTOTYPE
- create lo-res objects and experiences
- role play to understand context and key feature
- quickly build to think & learn

TEST
- test with customers to refine solution and gather data
- gain deeper empathy
- embrace failure

ASSESS
- guidelines for evaluating project work critically
- openly giving & receiving feedback
- integrating feedback

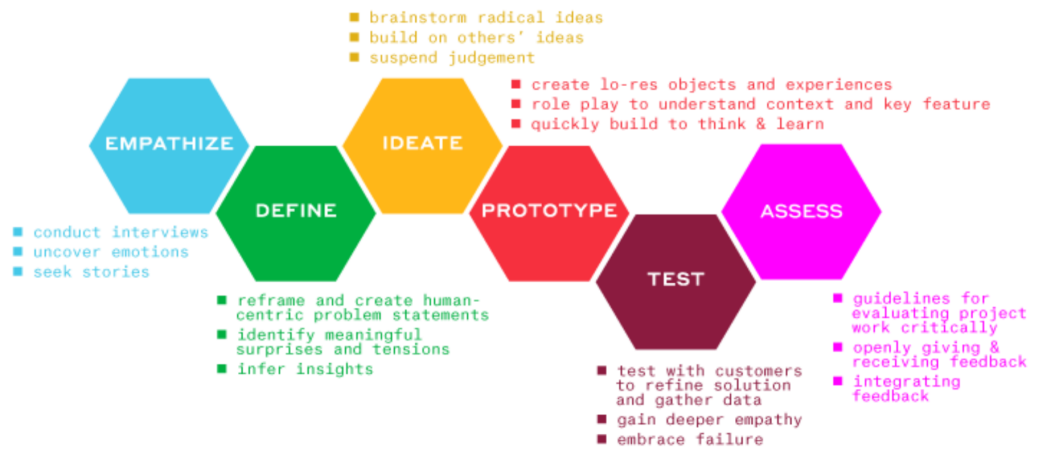**d.school Executive Education**
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*not necessarily linear, apply as needed ©2019

- Competition analysis
- Expert interview (Fenia)
- Ancient Greece Research
- User survey #1(General questions: age group, gender etc.)
- Interviews with users
- Research 'elegant/ playful'
- Research interactive features/ trends
- Gather feedback about the proposed interactive games/feature.
- Ideas Brainstorm
- Sketching
- E-commerce research
- Survey #2
- Prototypes
- A/b tests
- Usability tests
- Peer review
- Expo