Four Questions, Ten Tools

The Design Process
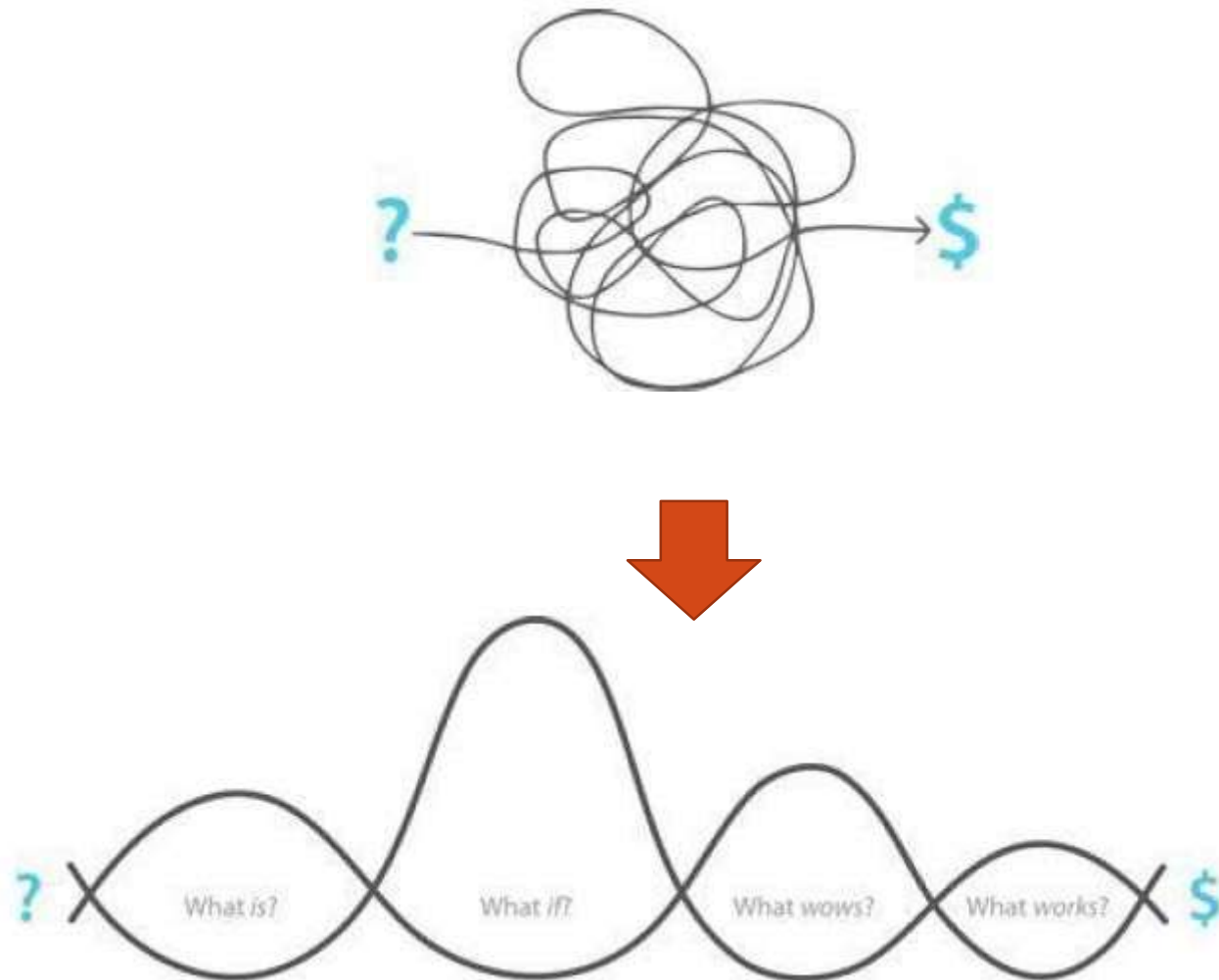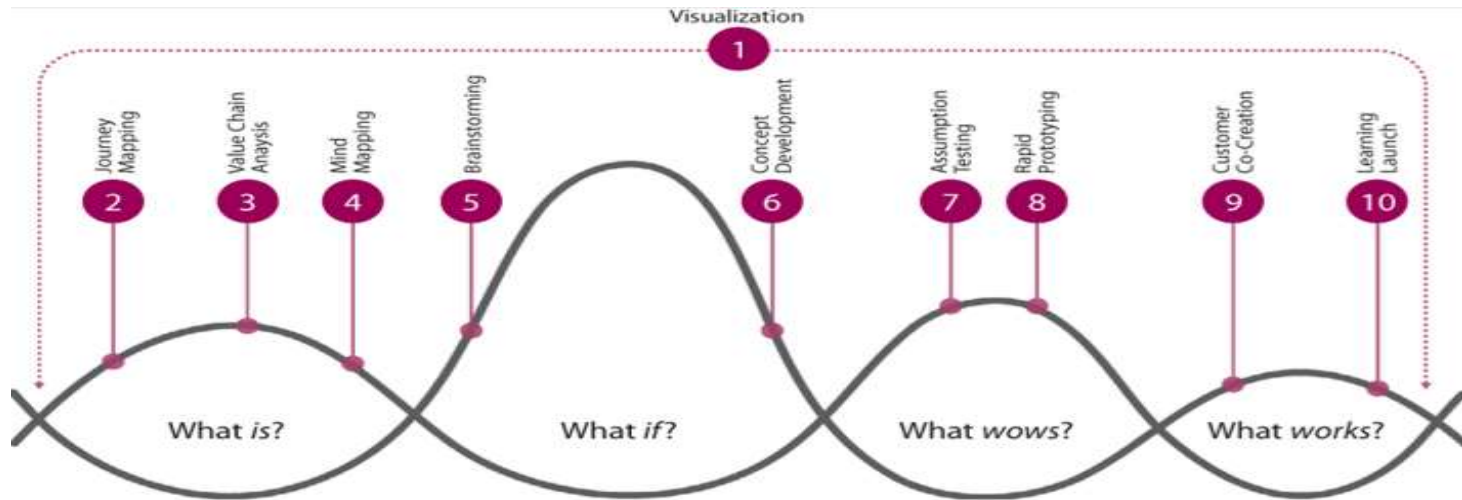
? What is? What if? What wows? What works? $

The Design Process

Visualization

1

Journey Mapping — 2
Value Chain Analysis — 3
Mind Mapping — 4
Brainstorming — 5
Concept Development — 6
Assumption Testing — 7
Rapid Prototyping — 8
Customer Co-Creation — 9
Learning Launch — 10

What *is*?   What *if*?   What *wows*?   What *works*?

Notes: The design thinking process can be illustrated by combining four basic questions, which correspond to the four stages of the process, with the 10 essential tools.

- Widening and narrowing of the bands around each question represent "divergent" and "convergent" thinking.
  - In early part of each stage, progressively expand the field of vision, looking as broadly and expansively around as possible
  - Not to be trapped by usual problem framing and pre-existing set of solutions.
  - After generation of a new set of concepts, reverse the process by converging, progressively narrowing down to the most promising option

The Ten Tools

1. **Visualization:** using imagery to envision possibilities and bring them to life

2. **Journey Mapping:** assessing the existing experience through the customer's eyes

3. **Value Chain Analysis:** assessing the current value chain that supports customer's journey

4. **Mind Mapping:** generating insights from exploration activities and using those to create design criteria

5. **Brainstorming:** generating new possibilities and new alternative business models

6. **Concept Development:** assembling innovative elements into a coherent alternative solution that can be explored and evaluated

7. **Assumption Testing:** isolating and testing the key assumptions that will drive the success or failure of a concept
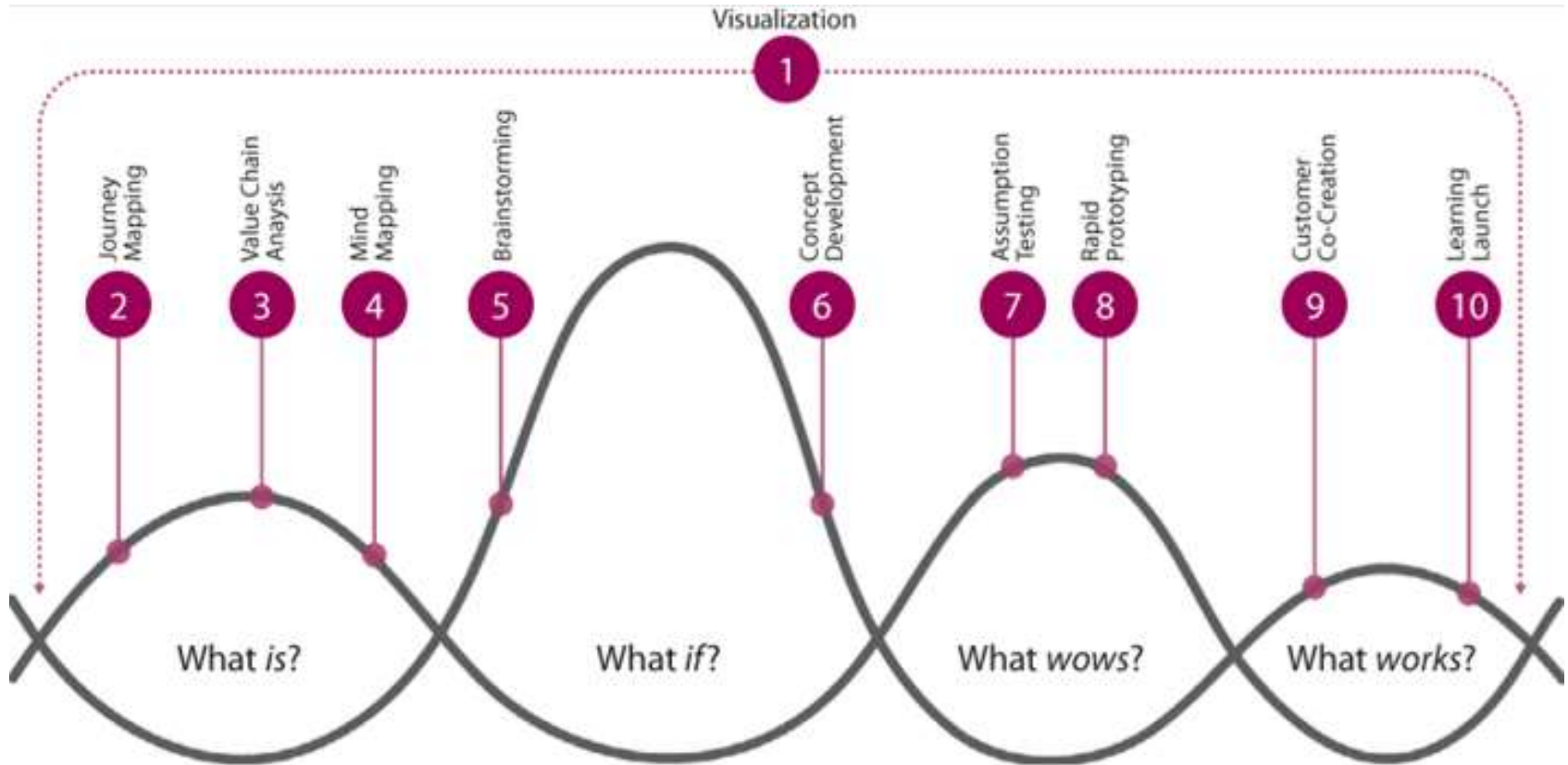
The Ten Tools

8. **Rapid Prototyping**: expressing a new concept in a tangible form for exploration, testing, and refinement

9. **Customer Co-Creation:** enrolling customers to participate in creating the solution that best meets their needs

10. **Learning Launch:** creating an affordable experiment that lets customers experience the new solution over an extended period of time, to test key assumptions with market data

The Design Process

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