

Design Thinking

Divergent design



PRODUCE

AS MANY IDEAS

AS POSSIBLE



Every member of the team feels free to express ideas



Every member of the team feel comfortable, ideas can be expressed using a variety of media and communication channels



Ideas are not judged, they are just put on the table



TECHNIQUE:
BRANSTORMING

Groan Zone

IT'S TIME TO LOOK FOR THE BEST IDEAS!

JUDGE COMPARE
ANALYZE COMBINE



DECIDE!

TECHNIQUE:
SWOT MATRIX

Convergent design

IDEAS TURN INTO PRODUCTS



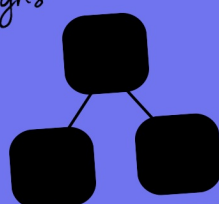
Follow an interactive and user-centre approach to create your product



Explore further and define the idea selected to turn it into a prototype or concept



Use models to specify your designs



TECHNIQUES:
SCENARIOS,
PERSONAS,.....