Design thinking mind map
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Design thinking: designer style of reasoning -abductive thinking- that id's problems and generates innovative solutions

Phase 1: Immersion

Phase 1: Preliminary immersion
- Considers the point of view of the client and of the end user (client's client)
- Objective is to define the scope of the project and its boundaries, as well as profiles for users and other key players, all through an initial understanding and reframing -if necessary- of the problem
  - Reframing: id's needs of players involved in the project, through strategic alignment meetings
  - Exploratory research: id's opportunities likely to arise from an understanding of players' experience regarding the issue, through a preliminary field survey; helps to prepare the themes to be investigated in desk research
  - Desk research: searching for informarion on the project theme through various sources, to provide raw materials for analysis and synthesis phase

Phase 2: In-depth immersion
- In-depth dive into the context of the lives of players and the subject under study (what people say, think, do, use, know, feel, or dream about it) , id'ing extreme behaviors and mapping their patterns, people's latent needs, and opportunities to create specific solutions
  - Research plan: primary research protocols, listing of profiles for users and key players to recruit, and mapping of contexts to be examined
  - Analysis and visual organization of data to id trends or patterns that help provide understanding of the whole, including opportunities and challenges

Analysis and synthesis
- Compiled data collected in phases 1 and 2 (findings) is arranged to form patterns posing the challenges to assist in clarifying the problem, and then translated into different tools to help generate solutions
  - Insight cards
  - Affinity diagram
  - Conceptual maps
  - Guiding criteria
  - Personas
  - Empathy maps
  - User's journey
  - Blueprints

Seeks to understand cultures, experiences, emotions, thoughts and behavior to provide inspiration for the project

Focus on the human being
- Multi-disciplinary, collaborative perspectives
- Tangible thoughts and non-linear, multi-phase processes, with constant interaction and learning

Paths leading to innovative solutions
- Challenging patterns of thought
- Endowing products, services or relationships with new meanings
- Activating cognitive, emotional and sensory elements (enhancing the human experience)

Phase 2: Ideation
- Purports to generate innovative ideas for the project theme, through tools of synthesis created in the analysis phase used to stimulate creativity and generate solutions that are in tune with the context of the subject in question
  - Team brainstorming and co-creating sessions
  - Idea Menus capturing ideas created (constant client validation using a decision or prototyping matrix)

Phase 3: Prototyping (can occur throughout the project, simultaneously with immersion and ideation)
- Making an idea more tangible, passing from abstraction to physicality and reality
  - Paper prototyping
  - Volumetric model
  - Staging scenarios
  - Storyboards
  - Service prototyping
- Aiding in the validation of the ideas generated
- Learning by doing and testing with the user
- Reducing uncertainties of a project, quickly abandoning alternatives that are not well received