

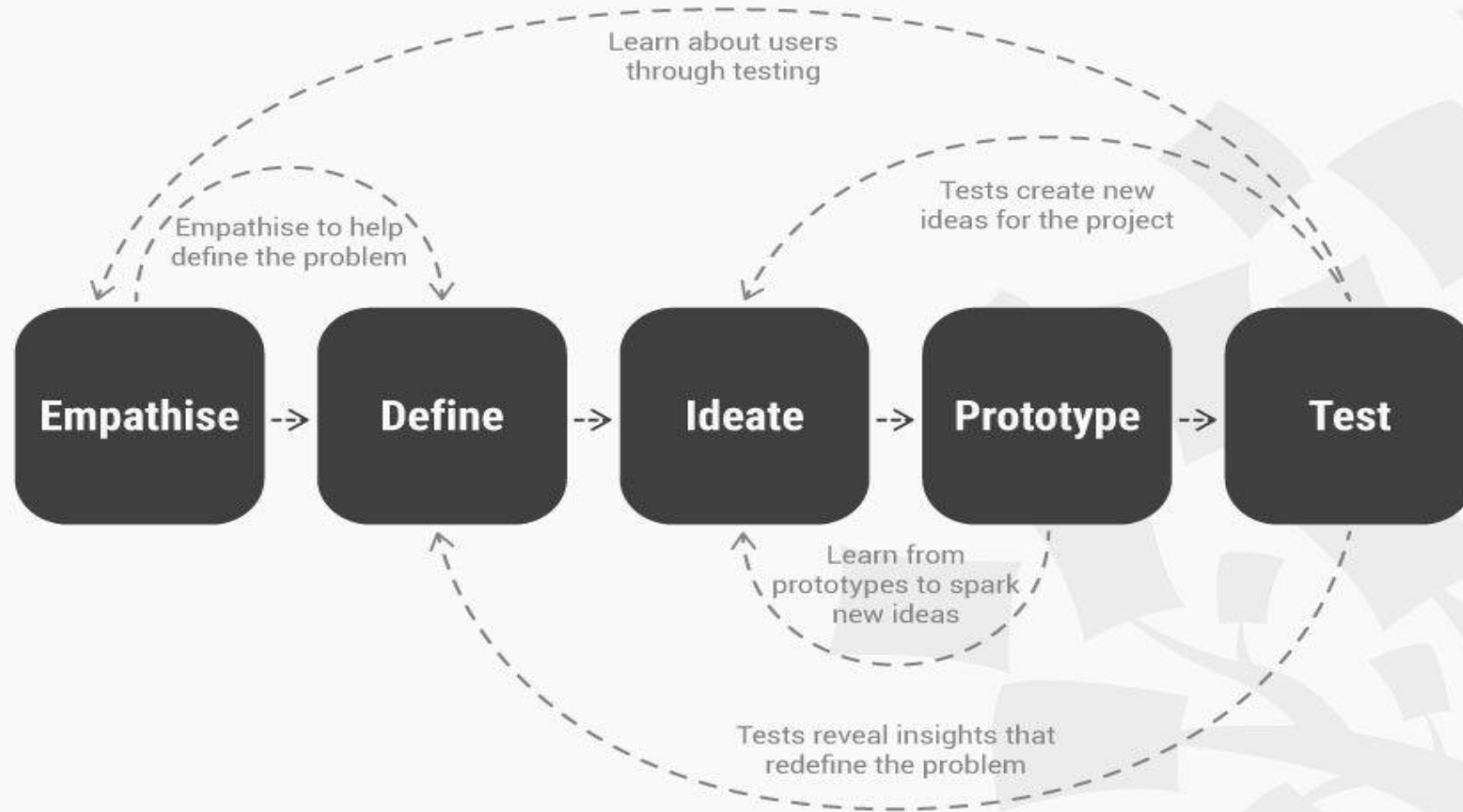
Ideation Phase:

# Define the problem statement:

## Design thinking:

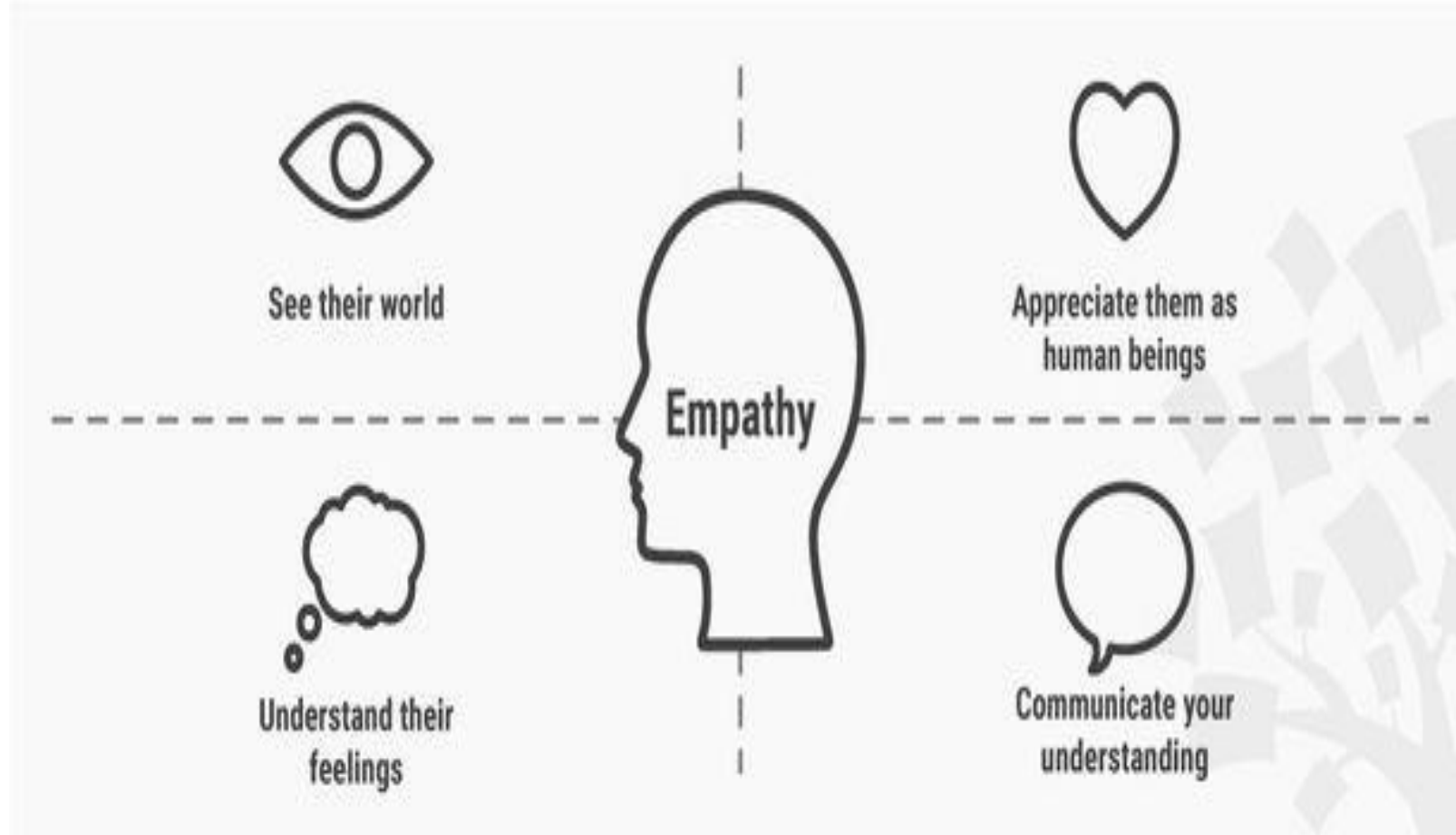
- An integral part of the Design Thinking process is the definition of a meaningful and actionable problem statement, which the design thinker will focus on solving. This is perhaps the most challenging part of the Design Thinking process, as the definition of a problem (also called a design challenge) will require you to synthesise your observations about your users from the first stage in the Design Thinking process, which is called the Empathise stage.

# DESIGN THINKING: A NON-LINEAR PROCESS



# Empathise & Discover:

- In order to gain those insights, it is important for you as a design thinker to empathize with the people you're designing for so that you can understand their needs, thoughts, emotions and motivations. The good news is that you have a wide range of methods at your command for learning more about people. The even better news is this: with enough mindfulness and experience, anyone can become a master at empathizing with people.



# Brainstorm & Prioritize Ideas:

- Brainstorm
- It turns out that while conducting a brainstorming session presents its own challenges, it's what happens after the brainstorm that really separates the brainstorming warriors from the newbies. In this article, we'll teach you how to capitalize on all the momentum you generate from your productive brainstorms and transform it into action items that yield excellent results.

# Prioritize ideas:

- Organizing your ideas helps clarify the process by categorizing and grouping related concepts. It lets you see the bigger picture and identify the most promising ideas. When you categorize ideas, you also may start to see different trends emerge, making it easier to make a decision than you may think.