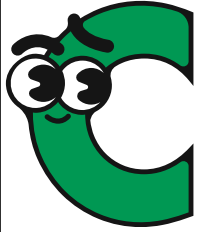




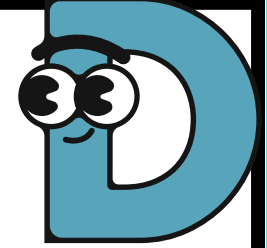
What is Design Thinking?



A human-centered, iterative approach to problem-solving that focuses on empathy, ideation, and experimentation.



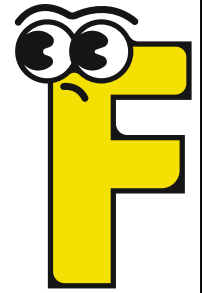
**Who popularized Design
Thinking in business?**



**IDEO, especially
under the
leadership of David
Kelley.**



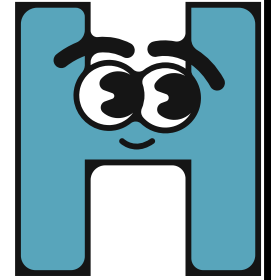
**What are the five steps in
Stanford's Design Thinking
model?**



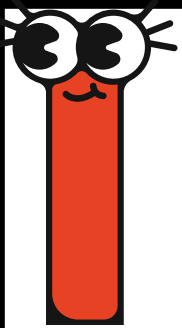
**Empathize, Define,
Ideate, Prototype,
Test.**



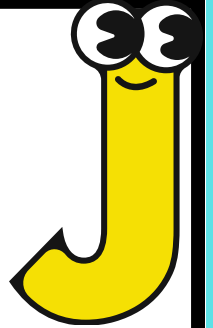
**What is the role of empathy in
Design Thinking?**



**To deeply
understand user
needs, emotions,
and motivations to
design user-
centered solutions.**



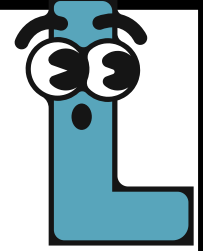
**What are some methods to
build empathy?**



**User interviews,
shadowing,
empathy maps, and
personas.**



What is ideation?



**The process of
generating a wide
range of creative
ideas without
immediate
judgment.**