Design Thinking Process

I T E R A T E

collect feedback

collect feedback

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DISCOVER

DEFINE

IDEATE

PROTOTYPE

TEST

Learn about user

Determine features

Brainstorm solutions

Simulate user experience

Validate with users
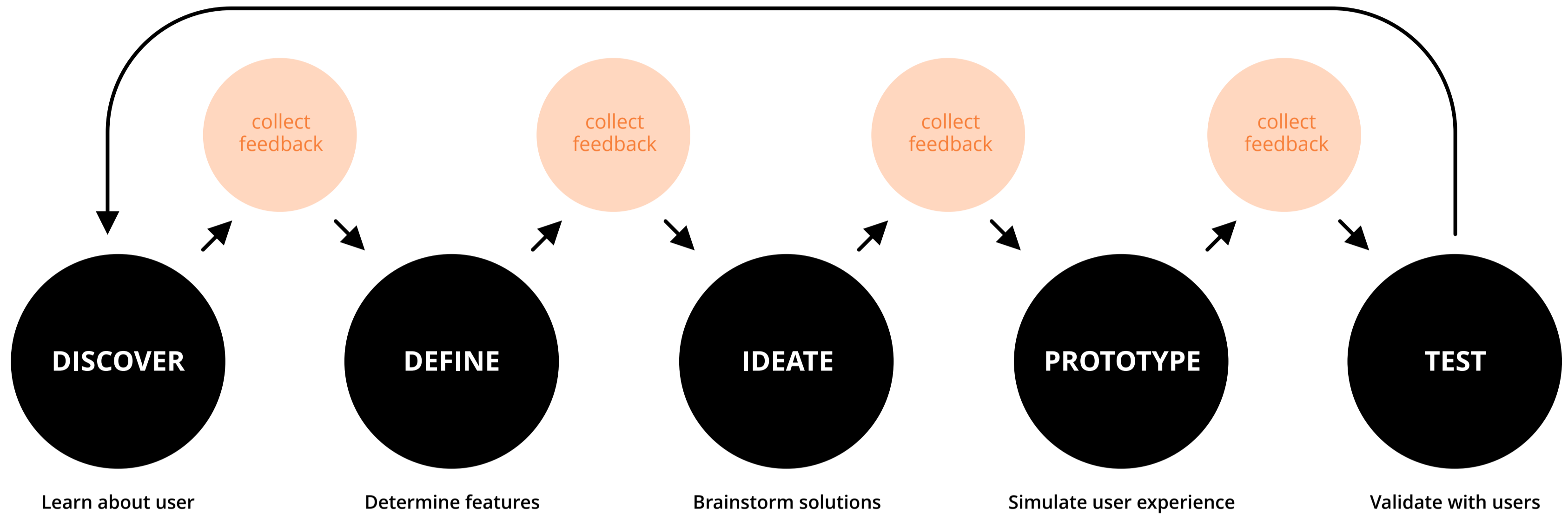
Activities

+ User interviews	+ Personas	+ Brainstom sessions	+ Paper prototypes	+ Usability testing
+ Stakeholder interviews	+ Empathy maps	+ Mind maps	+ Micro-interactions	+ Shadowing
+ Surveys	+ User journeys	+ Affinity maps	+ Detailed user flows	+ A/B testing
+ Data analysis	+ Storyboards	+ Storyboard	+ Mockups	+ SUS surveys
+ Metrics	+ User stories	+ Card sorting	+ Interactive prototypes	+ Heuristic evaluation
+ Competitors	+ Problem statement	+ User journeys	+ Wireframes	+ QA
+ Focus groups	+ Narratives	+ User flows	+ High fidelity design	+ Analytics
+ Observation	+ Assumptions mapping	+ Information architecture	+ Design hand-offs	+ Performance testing
+ Clustering insights	+ Task analysis	+ Service blueprints	+ Design documentation	+ Observations
+ Context mapping	+ Jobs to be done	+ Business model canvas	+ HTML/JS prototypes	+ Desirability evaluations
+ Customer journey maps	+ Comparative analysis	+ Crazy 8's		+ Metrics
		+ Design principles		+ Eye tracking