Getting Started with Design Thinking

The main aim of your organization's product or service is to help your customers achieve a specific goal or overcome a problem. This is where the concept of design thinking comes in. Design thinking is a customer-centric approach to determining how best to meet customer needs.

In this course, you'll explore ways to develop customer focus to help you define problems. You'll explore design thinking strategies, including how to reframe problems, how to brainstorm solutions, and when to use prototypes. You'll also identify best practices for user testing, as well as for and gathering and reviewing feedback for effective problem solving.

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1. Video: Getting Started with Design Thinking (bs_dgt04_a01_enus_01)

Design thinking is a customer centric approach to business practices that results in more meaningful, innovative solutions and better customer satisfaction. In this video, you'll about the content of the Getting Started with Design Thinking course.

No Objectives

> [Video description begins] Course title: Getting Started with Design Thinking [Video description ends]

> Design thinking is a customer centric approach to business practices that results in more meaningful, innovative solutions and better customer satisfaction.

> In this course, you'll learn the characteristics of design thinking and how to develop an empathetic understanding of your customers' needs. You'll also learn a number of design thinking strategies including reframing problems, engaging in customer-centric brainstorming and when to use prototypes.

Finally, you'll identify best practices for user testing and how to gather and review feedback before testing the results.

2. Video: Introduction to Design Thinking (bs_dgt04_a01_enus_02)

Design thinking is a customer focused approach to business practices that can help solve common problems in innovative ways. It's essentially a goal-oriented approach to the customer experience which opens up an organization to a broader set of product and service possibilities. In this video, you'll learn about the basic characteristics of design thinking.

- *identify the characteristics of design thinking*

[Video description begins] *Topic title: Introduction to Design Thinking.* [Video description ends]

Design thinking, is a customer focused approach to business practices that can solve common problems in new more innovative ways for organisations and their customers. It's essentially a goal oriented outside in approached customer experience, which opens an organisation up to a broader set of products and service possibilities. Popularized in the 1990's by global design company IDEO and by Stanford School of Design, and applicable across industries.

It can result in solutions that do a better job of meeting customer's needs. Businesses don't need specially trained employees to use design thinking. Instead, they can implement design thinking, by implementing certain characteristics. First, they must adopt a customer centric approach. Businesses should put the customer at the heart of their thinking processes. For example, they can ask, how will the customer interact with this product or use this service? How does the customer experience it? What does the customer want or need?

They should focus on the customer's experiences, especially the emotional ones. Businesses must aim to understand their customer's possible frustrations and sources of satisfaction. To do this successfully, they need to cultivate empathy. In other words, put themselves in their customer's shoes. Fender, the musical instrument company, used design thinking to create a series of new acoustic guitar amplifiers. After gathering insights from musicians, they explored ideas through a series of early prototypes that they tested with users.

For Fender, this proved to be transformative. Resulting in a product that was highly successful with customers. Another characteristic of a team that uses design thinking, is accepting ambiguity. When dealing with customer's feelings and experiences, the lines aren't always clear cut. Producing the best ideas requires being open-minded to new ways of thinking about a problem. Finally, they have to learn to embrace failure. Viewing every unsuccessful idea as a lesson, that brings them one step closer to success. Apple is celebrated for its achievements.

But few people know about the Apple TV and the first generation Apple watch. Neither were commercial successes. Part of the reasons for Apple's success is leveraging failure. Viewing it as part of the creative process and learning from it. The success of almost any product or service depends on, how well it meets people's needs. Stanford's design school, a recognized center for human centered design, identifies a five step framework for design thinking. The first step is empathizing with customers to better understand them.

Businesses must immerse themselves in the user's experience, and identify issues from the perspective of their customers. They shouldn't assume or guess what users need, but actually find out. Next comes defining problems from the customer's perspective. What would make an organization's product or service work better for them?

The third step in the Stanford model is ideation, which involves moving beyond the obvious and brainstorming possible solutions. This is where a company can throw caution to the wind and dream big. Fourth is prototyping. Building and assessing models can help organizations and their users assess, adapt, and rework a solution quickly and easily. The fifth step is, testing prototypes by getting feedback from real users.

Finally, businesses will circle back through the design thinking cycle. Using what they've learned from the users feedback, to refine the next iteration of the solution. Design thinking is a human-centered approach to problem solving, that can result in better solutions for organizations and their customers. Let's look at each of the five steps in turn.

3. Video: Empathizing with Customers (bs_dgt04_a01_enus_03)
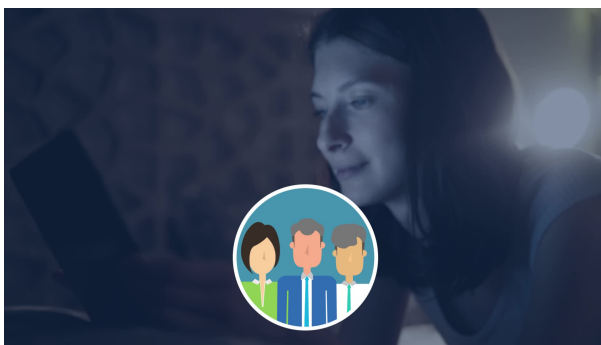
Empathy for their customers is central to design thinking, but many businesses fail to utilize it. Adopting design thinking enables businesses to get into the minds, hearts and experiences of their customers including the challenges they face. In this video, you'll explore ways to put yourself in you customers' place and see your business through their eyes.

- *recognize ways to see through the customer's eyes*

[Video description begins] *Topic title: Empathizing with Customers* [Video description ends]

Empathy for their customers is central to design thinking, but many businesses fail to utilize it. That's because making presumptions about people's needs and preferences is often faster and easier than really getting to know them, but this isn't conducive to effective problem solving. Adopting design thinking enables businesses to get into the minds, hearts and experiences of their customers including the challenges they face, what keeps them up at night and what excites them. By connecting organizations to their users, it empowers them to create meaningful solutions that meet people's needs. But it's not just about solutions to tactical issues and challenges a customer may face, it's about finding solutions that meet both their pain points and their passion points. There are different ways to gain an empathetic understanding of customers and their needs. For example, suppose a leading sports shoe brand wants to obtain a better understanding of its users. To do this, designers could participate in grueling endurance events to help them relate to the experience of athletes.

This concept has been used even before design thinking came into vogue. In the 1970s, an engineering company, Moggridge Associates, redesigned marine radios after having its staff actually fish with customers and observe how they use their radios. Approaches differ, but there are certain key guidelines companies can follow to help understand their customers' perspectives.

One key is adopting a beginner's mindset. Move beyond established or preconceived ideas of how a product or process should work. Instead, try to exist in a state of pure observation free from bias or judgment. Businesses should encourage staff to be open minded and eager to

discover new ways of looking at the world. Ask customers as many questions as possible and pay attention to the subtle details that may be hidden in their answers.

A second key is to look out from the inside. In other words, try to experience the situation from the customer's point of view. Companies must put themselves in customers' shoes, and identify with their thoughts, emotions, and feelings. This can't be done from behind a desk. Members of the design team should be encouraged to get into the trenches, side by side with real users. As a simple example, the management of a chain of fast food restaurants might take turns experiencing the service that's provided and sampling the food.

Third, businesses must acknowledge the customer's story. To understand what their customers want and need, they have to know a bit about the larger context or story of the person their business is serving. To do this, they need to determine the background or context from which costumers arrive. Instead of focusing just on the functional aspects of what the business produces, it must consider where customers are coming from and why and what would support their goals. Following the key guidelines for getting to know an organization's customers, no matter what their business is, allows them to set a firm foundation for further success.

4. Video: Defining Problems from the Customer's Perspective (bs_dgt04_a01_enus_04)

With an empathetic understanding of its customers and their needs, an organization can then begin to address how to meet them. This involves defining the design challenge from the customer's perspective to bring clarity and focus to the design process. In this video, you'll learn the steps for reframing a problem from a customer's perspective.

- *identify the steps for reframing a problem*

[Video description begins] *Topic title: Defining Problems from the Customer's Perspective* [Video description ends]

Once an organization has an empathetic understanding of its customers and their needs, it's time to reframe the problem. This involves defining the design challenge from the customer's perspective. This brings clarity and focus to the rest of the design process. The reframing process includes five main steps.

First, the organization needs to review its empathetic observations about their customers. Second, they must determine what has been learned and based on the information that was collected provide a clear definition or a profile of the customer that they aim to assist. Third, articulate this customer's unmet need.

What will the company's products or services help the customer achieve? Or otherwise do for them that is not being done at all or very well today? We call this defining the job to be done on behalf of the customer. The fourth step is to provide a meaningful and actionable problem statement called the point of view or POV. The POV shouldn't contain a specific solution or reveal how to fulfill the customer's needs for the product or service in question. It also shouldn't relate to the technology or financial returns or it contain detailed product specifications.

Instead, the POV should consist of a few sentences that capture these points. Who is the customer? What are the customer's needs? And why is a new product or service design required to address these needs? It clarifies the who, what, and why of the design problem from the customer's perspective. This kind of POV or problem statement enables the business to maintain its focus on the customer throughout the rest of the design process. As it brainstorms and selects, builds, and tests possible solutions.

A good POV helps keep a project on track. Also, because the POV isn't prescriptive about how to meet customer's needs it encourages innovative ideas. The fifth and final step is to reframe the problem using the POV the business developed. They must let the POV shape the way they view every aspect of their work going forward. Consider how a team at Netflix succeeded in reframing the challenge it faced.

First, the team reviewed data about Netflix customers. It identified young, single mothers who love romantic movies as a potentially undervalued target market. The team attempted to step into the minds of these customers. It determined that generally, single mothers want access to a wide variety of new shows that they can watch at their own pace. This seemed to indicate a wider issue. Next, the team used its insights to identify and address the unmet needs of the customer.

They realized the old mail delivery system of DVDs was not sufficiently meeting the needs of these customers. Instead, they needed to create a way for people to watch TV that was cheap, instant, and minimally disruptive to their daily lives. The first step in solving any problem is properly understanding what the problem is from the customer's perspective. Reframing the problem through the customer's eyes allows businesses to generate solutions that their customers really want and need.

5. Video: Brainstorming Customer-centric Solutions (bs_dgt04_a01_enus_05)

Brainstorming is a proven, effective way to generate creative ideas, potentially producing the widest range of possible solutions to a problem that has been captured from the customer's perspective. But to ensure it's focused and productive, it's important to follow some guidelines. In this video, you'll learn the elements of customer-centric brainstorming.

- *describe the elements of customer-centric brainstorming*

[Video description begins] *Topic title: Brainstorming Customer-centric Solutions.* [Video description ends]

Once a business knows what problem it needs to solve from their customer's point of view, it's time to start generating solutions. In the design thinking process, this involves customer-centric brainstorming. This is a collaborative and iterative process. This means, finding new ways of generating creative solutions.

Brainstorming is a great way to generate creative ideas. It's a group activity in which every member participates in producing the widest range of possible solutions to a problem that has been captured from the customer's perspective in a point-of-view, or POV. But to ensure brainstorming is focused and productive, it's important to follow certain guidelines.

To start, the project team should be diverse and cross functional. Bring together people who have different perspectives and work in different areas to help foster innovation. It's also important to include creative talent on the team. For instance, include user experience specialists and graphic designers, who can give visual design input. Also, establish a conducive space for holding a brainstorming session.

It should be quiet and comfortable so participants don't get distracted. And there must be adequate resources available for everyone to participate in the discussion. Brainstorming is a creative and fairly unstructured process but it won't be a benefit if the team loses focus or gets side tracked, so that everyone stays focused it's important to establish a clear goal.

In the design thinking process, it's the customers POV, the problem statement developed to describe the customers needs that forms the basis for this goal. The goal of the activity must be kept clearly in mind for everyone who participates. It can be helpful to have the POV clearly visible to all participants throughout the meeting by projecting it on a screen or having it printed on a whiteboard that way, by referring back to it, everyone is directed to stay on topic. It's also a good idea to set and stick to a clear time limit.

Nobody should be confused about what they're supposed to be doing or how much time they have to do it. The environment, goal and time limits sets the structure for a brainstorming session. Just as important, our guidelines about how every member is expected to contribute within that structure. The purpose of customer-centric brainstorming is to produce as many ideas as possible. It's vital for everyone involve to withhold judgment at this stage. That can come later but the focus now is on being creative.

The aim of brainstorming is quantity rather than quality. Groups should work to establish a productive mind frame rather than narrowing down possible solutions or debating individual pros and cons. They should also be affirmative supporting each persons contributions. No idea should be considered to far fetched or unusual at this early stage. Design thinking is a way to open up the organization to a broad set of possibilities. The more ideas emerge from brainstorming session, and the more creative they are, the more business teams will have to draw on when it's time to identify and evaluate the best solutions.

6. Video: Prototyping to Visualize Solutions (bs_dgt04_a01_enus_06)
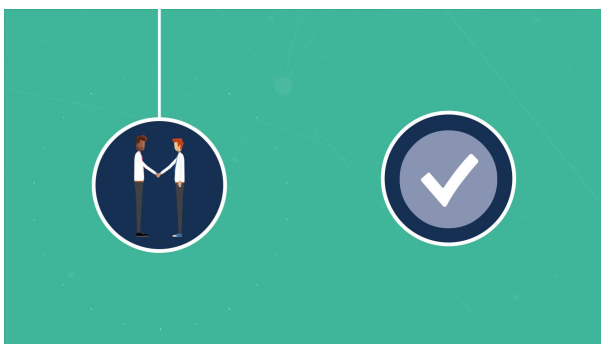
When a business has identified potential solutions to a problem, it must then assess how well it can implement them. In the design thinking process, this involves creating rapid prototypes to further evaluate and test the ideas generated during brainstorming. This allows business teams learn to improve suggestions, resolve disagreements, and test new ideas with a minimal invest of resources. In this video, explore beneficial uses of prototyping.

- *identify uses for prototyping*

[Video description begins] *Topic title: Prototyping to Visualize Solutions.* [Video description ends]

Once a business has identified potential solutions to a problem, it's time to start thinking of ways to assess how beneficial they could be for their existing products or services. In the

design thinking process, this involves creating rapid prototypes to further evaluate and test the ideas generated during brainstorming.

It's the stage where business teams learn to improve suggestions, resolve disagreements, and test new ideas before investing too many resources. A prototype is a low resolution demonstration of an idea that's used to elicit feedback from customers and colleagues, before final production.

It doesn't have to be complex or expensive, but it does need to communicate the essential tenants of the idea or propose design solution. It can be anything from a wall of posted notes to a device your team puts together, a physical activity or even a storyboard. The idea is to create something that people can experience in the wild.

For example, when creating a new medical device designers grabbed a pencil, a film canister, and a clothes pin and taped them together. With a rudimentary prototype in hand, their clients were able to be more specific about what they wanted from the final product. Although each project is different, the processes through which ideas are updated and refined is generally the same.

There are several ways in which prototypes can produce better solutions for businesses. Prototyping helps organizations turn their ideas into a tangible reality that anybody can explore. It is only through this type of hands-on interaction, that businesses can revel exactly which components of their ideas work and which do not. Telling someone about your team's next big idea is fine, but having them physically interact with it, brings out more emotions and responses from that person. To create truly meaningful solutions to a problem, it's also important to share information. Prototypes can be used to elicit feedback from customers and modify ideas in relation to what they need.

It's impossible for a business to assist someone if they fail to ask exactly what it is they want. Business teams must use prototypes to interact with their clients and find out exactly what they need to improve. Prototypes can also help a company's workforce answer questions and make decisions in the design thinking process. A work team may have different views about the direction of a product or service. Some people may feel misunderstood or even confused. The best way to reach a consensus is to allow team members to bounce ideas off each other using small and simple demonstrations.

Without that, everyone could end up sitting in front of whiteboards, endlessly flinging questions at each other, and citing various research but getting nowhere. Sometimes the act of building something together as a team is the best way to boost peoples' enthusiasm and overcome a potentially challenging problem. Prototypes are a way of channeling ideas into realistic solutions that can be objectively analyzed.

7. Video: Testing and Refining Solutions (bs_dgt04_a01_enus_07)

Solution testing is important to get right. To do this, organizations can follow a number of best practices. When done correctly, the testing phase can help a team refine the problem statement, learn more about the user, and make the next version of a product or concept that much better. In this video, you'll learn some best practices for conducting user tests.

- *identify best practices for conducting user tests*

[Video description begins] *Topic title: Testing and Refining Solutions.* [Video description ends]

Testing can be undertaken throughout the entire design-thinking process, although it's most commonly performed in conjunction with the prototyping phase. It involves generating user feedback about the prototypes a team has created and gaining a deeper understanding of the customer.

Testing, however, is important to get right. To do this, organizations can follow a number of best practices. When done correctly, the testing phase can help a team refine the problem statement, learn more about the user, and make the next version of a product or concept that much better. It also allows businesses to change course if their original idea for a solution doesn't work. To start, it's important to test early and as often as possible. Getting the best ideas in front of real users can be a little daunting.

But the whole point of the testing phase is to keep from becoming too invested in ideas that could potentially prove unsuccessful. To ensure things are moving in a productive direction, it's also fundamental to set test objectives. This means finding out exactly what the business needs to learn about the tested solution, and then let that guide the rest of the design-thinking process.

It is those goals that will determine the questions to be asked, the people that are recruited for the test, and how the success of the project is measured. Recruitment is important. It's good practice to test ideas on the target audience directly. If this isn't feasible, assemble a group that's as representative as possible of the target audience with members who can articulate their thoughts clearly.

Ask others for their opinion on what the ideal candidate should be like. Then use social media and advertising websites, like Craigslist and Facebook, to find them. Once the recruiting process is completed and testing begins, the results of the test must be collected in an environment that's as close to a real-life setting as possible. For a physical object, testers should be asked to take the product home and use it in their daily routine.

For an experience or service, businesses should try to recreate the situation for testers in a controlled environment. Whatever the setting, it's vital to show, not tell. Participants must figure things out for themselves, without being told what to expect or how to feel. After the testing sessions are complete, it's essential to review the results, gather insights from the data and create a master list that identifies your team's observations. Companies can then use that knowledge to improve further prototypes, based on the customer's feedback, and test again.

The process is repeated over and over in the design cycle until a product or a service is developed that best meets customers' needs and wants. Testing is the final stage of design thinking. By empathizing with customers, witnessing first-hand how they experience a product or service, and modeling and testing solutions, businesses take the guesswork out of their efforts. Instead, they deliver what customers really value, and that's key to success.

8. Knowledge Check: Using Design Thinking

The main aim of your organization's product or service is to help your customers achieve a specific goal or overcome a problem. This is where the concept of design thinking comes in. Design thinking is a customer-centric approach to determining how best to meet customer needs.

In this course, you'll explore ways to develop customer focus to help you define problems. You'll explore design thinking strategies, including how to reframe problems, how to brainstorm solutions, and when to use prototypes. You'll also identify best practices for user testing, as well as for and gathering and reviewing feedback for effective problem solving.

- *identify the characteristics of design thinking*

- *recognize ways to see through the customer's eyes*
- *identify the steps for reframing a problem*
- *describe the elements of customer-centric brainstorming*
- *identify uses for prototyping*
- *identify best practices for conducting user tests*

Question 1: Multiple Choice

What are some elements of design thinking?

Options:

1. Embracing failure

2. Empathizing with customers

3. Focusing on the most obvious solution

4. Solving problems without user input

5. Welcoming uncertainty

Answer

1. Embracing failure

2. Empathizing with customers

5. Welcoming uncertainty

Feedback:

Option 1:   *This option is correct. Don't let anyone be afraid to fail. Every unsuccessful idea should be viewed as a lesson that brings your business one step closer to success.*

Option 2:   *This option is correct. Putting themselves in their customers' shoes enables design thinkers to identify with their thoughts and feelings. Knowing what makes customers delighted or unhappy is the only way a business can design something that's better suited to their needs.*

Option 3:   *This option is incorrect. Design thinkers produce the best ideas by thinking outside the box and delving into the unknown. This is because creativity requires an open mind free from any restrictions.*

Option 4:   *This option is incorrect. It's impossible to assist someone without finding out exactly what they want. Empathizing with customers allows businesses to create meaningful solutions that meet real needs.*

Option 5:   *This option is correct. Human-centered designers always begin from a place of not knowing the answer to the problem they're looking to solve. Though that's not particularly comfortable, it allows your business to open*

up creatively, pursue lots of different ideas, and arrive at the best possible solutions.

Question 2: Matching

Match each example to the corresponding aspect of empathy.

Options:

A. Being opened-minded and eager to discover new ways of looking at the world

B. Attempting to experience the situation from the customer's point of view

C. Moving beyond the functional aspects of what your organization produces to the hopes and dreams of those you serve

Targets:

1. Adopting a beginner's mindset

2. Looking out from the inside

3. Acknowledge the customer's story

Answer

1:    Option A

2:    Option B

3:    Option C

Feedback:

Target 1:   *A beginner's mindset is a state of pure observation in which the goal is to learn something free from any mental projections or judgments from the past.*

Target 2:   *Seeing the world from your customer's point of view is an easy way to identify with their thoughts and feelings. Knowing what makes a client happy or sad will help your business develop solutions that meet real human needs. It will force your team to focus on the client, rather than the product or service in question.*

Target 3:   *Empathy is pointless unless it's also situated in the larger context – or story – of the person your business is serving. To do this, it's important to set aside the goals of your organization and focus on the background through which the customer has arrived.*

Question 3: Multiple Choice

What are some of the steps for reframing a problem?

Options:

1. Define the customer

2. Build a point of view

3. Develop prototypes

4. Show empathy for others

5. Define the customer's unmet need

Answer

1. Define the customer

2. Build a point of view

5. Define the customer's unmet need

Feedback:

Option 1:   *This option is correct. It's impossible to assist someone without finding out who they are first. Defining the customer allows businesses to develop solutions that meet real human needs.*

Option 2:   *This option is correct. The point of view identifies how a problem relates to the customer. It organizes your team's thoughts around three central points: who is the customer, what are their needs, and why is a solution required.*

Option 3:   *This option is incorrect. Prototypes for ideas are built at a later stage in the design thinking process. At this point, your organization still has to define the problem and identify possible solutions.*

Option 4:   *This option is incorrect. Empathizing with the customer occurs at the very beginning of the design thinking process. That information must now be used to guide the team in reframing the problem.*

Option 5:   *This option is correct. Understanding customers and their unmet needs is essential to discovering what really lies behind a problem. After all, it's impossible to help someone if you don't know exactly what they want.*

Question 4: Multiple Choice

What are the key elements of customer-centric brainstorming?

Options:

1. Establishing a conducive space for the brainstorming session

2. Setting a clear time frame for the session

3. Withholding judgment and being affirmative

4. Establishing a clear goal and staying focused on it

5. Focusing on narrowing solutions to the best two or three

6. Immediately disregarding any idea that's far-fetched

Answer

1. Establishing a conducive space for the brainstorming session

2. Setting a clear time frame for the session

3. Withholding judgment and being affirmative

4. Establishing a clear goal and staying focused on it

Feedback:

Option 1:   *This option is correct. The brainstorming space should be both quiet and comfortable, like a company boardroom. Distractions should be avoided at all costs, and snacks and beverages should be provided whenever possible.*

Option 2:   *This option is correct. Completing goals within a specific amount of time ensures that people stay focused. If a project is going to be productive, then everyone needs to do what they're supposed to be doing at all times. Nobody should be confused about what they're meant to be doing or how long they have to do it.*

Option 3:   *This option is correct. The most important element of a good brainstorming session is simple: no judgment. The point is to produce lots of ideas, rather than valuing one possible solution over another. Be affirmative, and support each person's contributions.*

Option 4:   *This option is correct. Staying on topic ensures people achieve their goals. Without it, the brainstorming session would produce inadequate results. In design thinking, it's the customer's POV that forms the basis for this goal.*

Option 5:   *This option is incorrect. The aim of brainstorming is quantity, not quality. Groups should focus on establishing a productive mind frame, not narrowing down the possible solutions or debating individual pros and cons.*

Option 6:   *This option is incorrect. At this early stage, no idea should be considered too far-fetched or unusual. Design thinking is about opening the organization up to a broad set of possibilities. The more ideas the session generates, and the more creative those ideas are, the more options business teams will have to draw on when choosing a solution.*

Question 5: Multiple Choice

What is prototyping used for in the design thinking process?

Options:

1. Answering questions

2. Sharing information

3. Brainstorming ideas

4. Keeping people entertained

5. Exploring solutions

Answer

1. Answering questions

2. Sharing information

5. Exploring solutions

Feedback:

Option 1:   *This option is correct. Prototyping is a useful way to answer questions about the solution to a problem. It helps businesses discover which components of their ideas work, and which do not.*

Option 2:   *This option is correct. Prototypes can be a useful way to demonstrate your team's ideas to other people. Telling someone about the next big idea is fine, but having them physically interact with it will bring out more emotions and responses from that person.*

Option 3:   *This option is incorrect. The team has already brainstormed new ideas for the product or service. At this stage, it's about creating a low-end representation of those ideas to assess how beneficial they could be to the customer.*

Option 4:   *This option is incorrect. The team should already have empathized with the customers at an earlier stage in the design thinking process. Now it's time to use that information to guide you in reframing the problem.*

Option 5:   *This option is correct. Prototypes help businesses explore potential solutions to a problem. They provide the feedback that's needed to understand which components of an idea work, and which still need improvement.*

Question 6: Multiple Choice

What are the best practices for conducting user tests?

Options:

1. To test ideas on a diverse group of people

2. To test ideas early and as often as possible

3. To set objectives and let that information guide the rest of the project

4. To demonstrate the skills of the design team

5. To show customers how they should experience an idea

Answer

1. To test ideas on a diverse group of people

2. To test ideas early and as often as possible

3. To set objectives and let that information guide the rest of the project

Feedback:

Option 1: This option is correct. It's good practice to seek feedback about ideas from a diverse group of people who are similar to the project's target audience and can articulate their thoughts clearly.

Option 2: This option is correct. Testing ideas early and often keeps businesses from forming too many attachments to projects that may not be worthwhile in the end. Deciding not to pursue a faulty idea saves both time and money.

Option 3: This option is correct. To ensure things are moving in the right direction, it's also fundamental to set test objectives. This will determine the questions asked, the people recruited, and how success is measured.

Option 4: This option is incorrect. The purpose of a prototype is to solve the needs of the customer, not highlight your team's design skills. Quite often, the customer will request multiple iterations of an idea before they're satisfied.

Option 5: This option is incorrect. Prototyping is not meant to entertain. It's a way for businesses to test their ideas on customers and then use the feedback to improve those ideas.

Course HTML Resources

- Glossary: Getting Started with Design Thinking

beginner's mindset	A state of pure observation, free of preconceptions and judgments, in which one attempts to learn about a problem, product, or process.
human-centered design	A design framework that involves basing designs on the perspectives and needs of users.
empathy	The ability to understand the feelings of others.

prototype	A model or basic version that's built to enable testing, assessment, and revisions to a product or system, based on how it will really be used.
brainstorming	A semi-structured method of rapidly producing ideas in an environment that is free from criticism and inhibited thinking.
design cycle	A series of steps for producing meaningful solutions to a problem for a particular group of people.
reframing	Considering a problem from a different perspective, to facilitate innovative problem solving.

- Job Aid: How to Reframe a Problem

Purpose: *Use this job aid to review the steps for reframing a problem.*

In the define stage of the design thinking process, it's time to refine the problem that's going to be solved based on what's been learned about the customer and their unmet needs. This involves five key steps:

1. To start, it's important to review your business's empathetic observations about the customers.
2. Second, determine what's been learned and, based on the information that was collected, provide a clear definition of the customer that need assistance.
3. Third, articulate the customer's unmet needs. What will the company's products or services help the customer achieve, or otherwise do for them that is currently not being done at all, or not being done very well? This helps define the job to be done on behalf of the customer.
4. The fourth step involves producing a meaningful and actionable problem statement, called a point of view, or POV. This clarifies the who, what, and why of the design problem from the customer's perspective. It enables the business to maintain focus on the customer throughout the rest of the design process as the team brainstorms and selects, builds, and tests possible solutions.
5. The fifth and final step is to reframe the problem using the POV that was just developed. The POV must be used to shape every aspect of the work going forward. It's the only way to create solutions that meet real human needs.

Course: Building a Culture of Design Thinking
Topic: Reframing the Problem