


WHAT IS DESIGN THINKING?

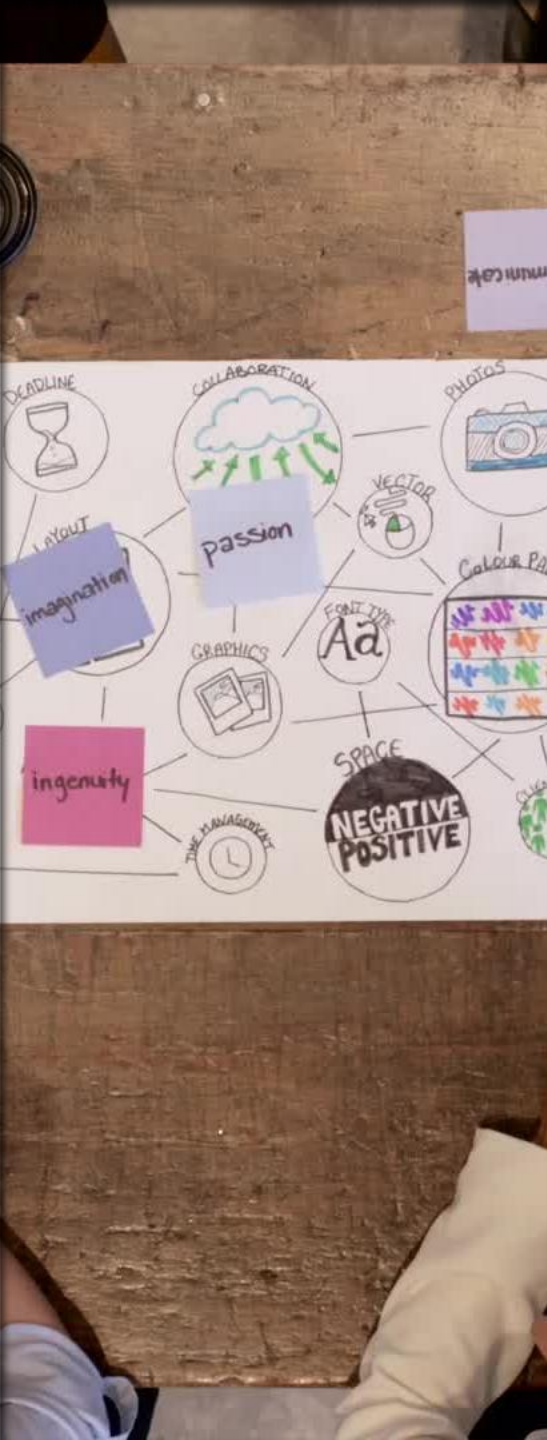
An introduction to the human-centered, iterative process that powers innovation and problem-solving across industries.



Design Thinking fosters creativity, collaboration, and empathy—key drivers for business growth, innovation, and customer satisfaction.

WHY DESIGN THINKING MATTERS





- ▶ 1. Empathize
- ▶ 2. Define
- ▶ 3. Ideate
- ▶ 4. Prototype
- ▶ 5. Test

These stages help teams understand problems deeply and build better solutions.

THE FIVE PHASES OF DESIGN THINKING

EMPATHIZE

Understand users through observation, interviews, and immersion. Gain insights into needs, behaviors, and motivations.



Synthesize findings to create clear problem statements. Frame the challenge with a user-centered lens.

DEFINE



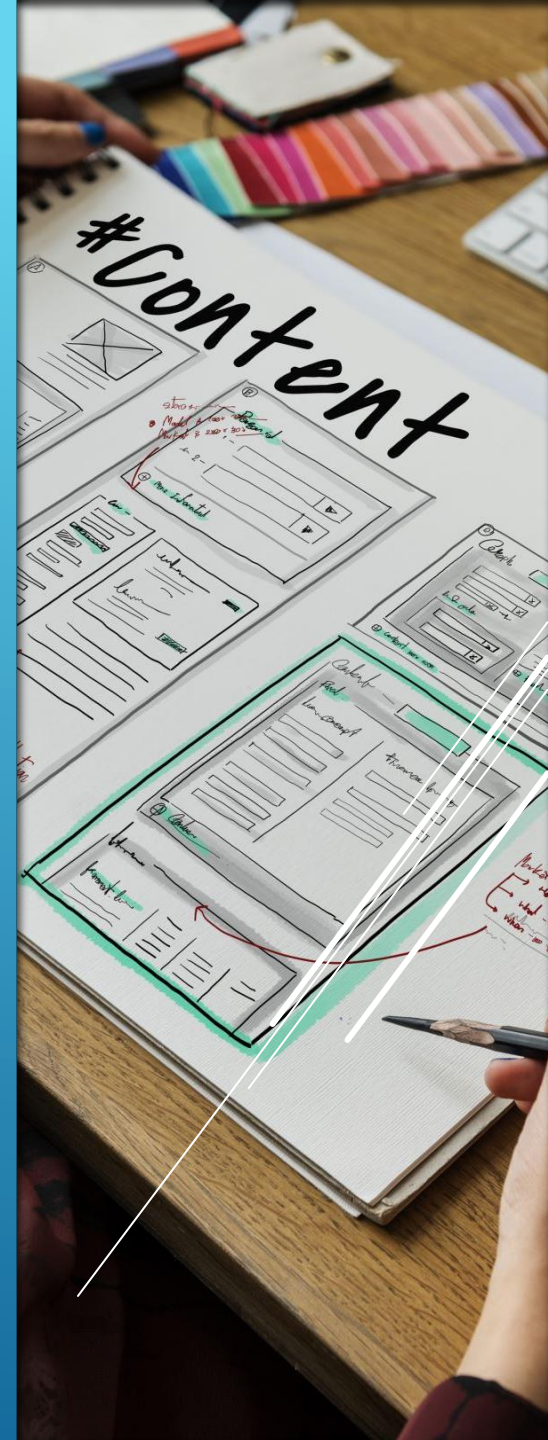


IDEATE

Generate a wide range of creative ideas. Encourage divergent thinking and challenge assumptions.

Create tangible representations of ideas.
Use sketches, mockups, or models to
explore and iterate quickly.

PROTOTYPE



The background of the slide is a dark teal color, overlaid with a pattern of numerous speech bubbles. Each speech bubble is a different color (red, yellow, purple, grey) and contains a large, dark blue question mark. The bubbles are scattered across the entire slide, creating a sense of inquiry and feedback.

TEST

Gather feedback from real users.
Refine and improve solutions based
on what you learn.

Used by global leaders like IBM, Airbnb, and IDEO.
Enables teams to solve complex problems and
deliver human-centered solutions.

DESIGN THINKING IN ACTION

Start small. Frame a challenge. Talk to your users. Embrace iteration. Make space for creativity in your corporate culture.

GETTING
STARTED

Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a sense of motion and design.

THANK YOU

Ready to bring Design Thinking into
your organization?

Let's innovate—together.