



THE FIVE PHASES OF DESIGN THINKING

Design Thinking is an iterative, human-centered process for creative problem-solving.

- The five phases are:
 - 1. Empathize
 - 2. Define
 - 3. Ideate
 - 4. Prototype
 - 5. Test

PHASE I: EMPATHIZE



Goal: Develop a deep understanding of your users.

Activities:

- User interviews
- Observations
- Empathy mapping

Outcome:

- Insight into user needs, behaviors, and motivations.



PHASE 2: DEFINE

Goal: Clearly articulate the problem you want to solve.

Activities:

- Synthesize findings
- Create point-of-view statements
- Develop 'How Might We' questions

Outcome:

- A user-centered problem statement.

PHASE 3: IDEATE

Goal: Generate a broad range of creative ideas.

Activities:

- Brainstorming
- Mind mapping
- SCAMPER technique

Outcome:

- A pool of innovative and diverse solutions.

PHASE 4: PROTOTYPE

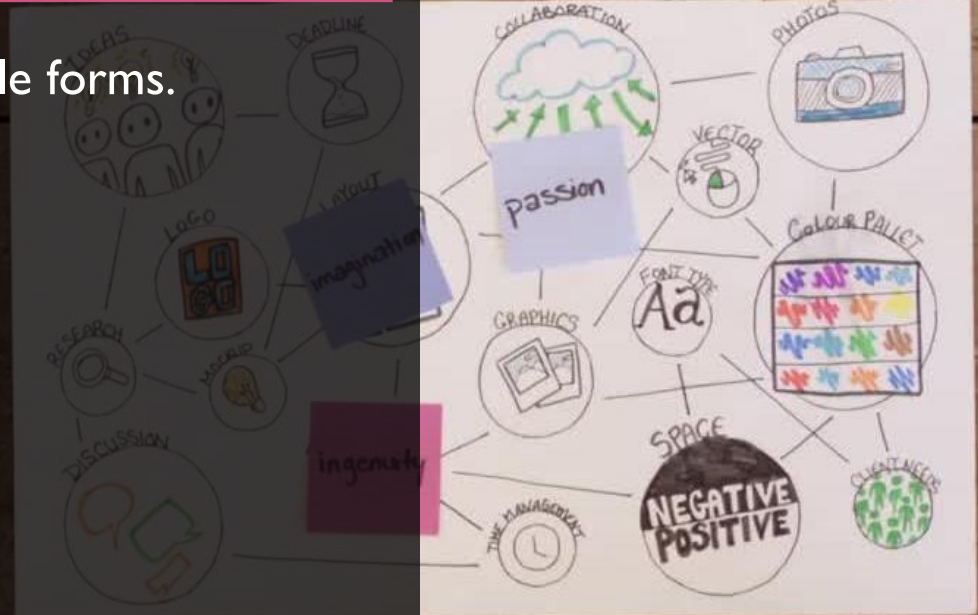
Goal: Bring ideas to life in tangible forms.

Activities:

- Paper sketches
- Wireframes or models
- Storyboarding

Outcome:

- Testable, low-fidelity versions of solutions.





PHASE 5: TEST

Goal: Gather user feedback to refine your solutions.

Activities:

- Usability testing
- User feedback sessions
- Iterative design improvements

Outcome:

- Insights to improve and evolve the prototype.

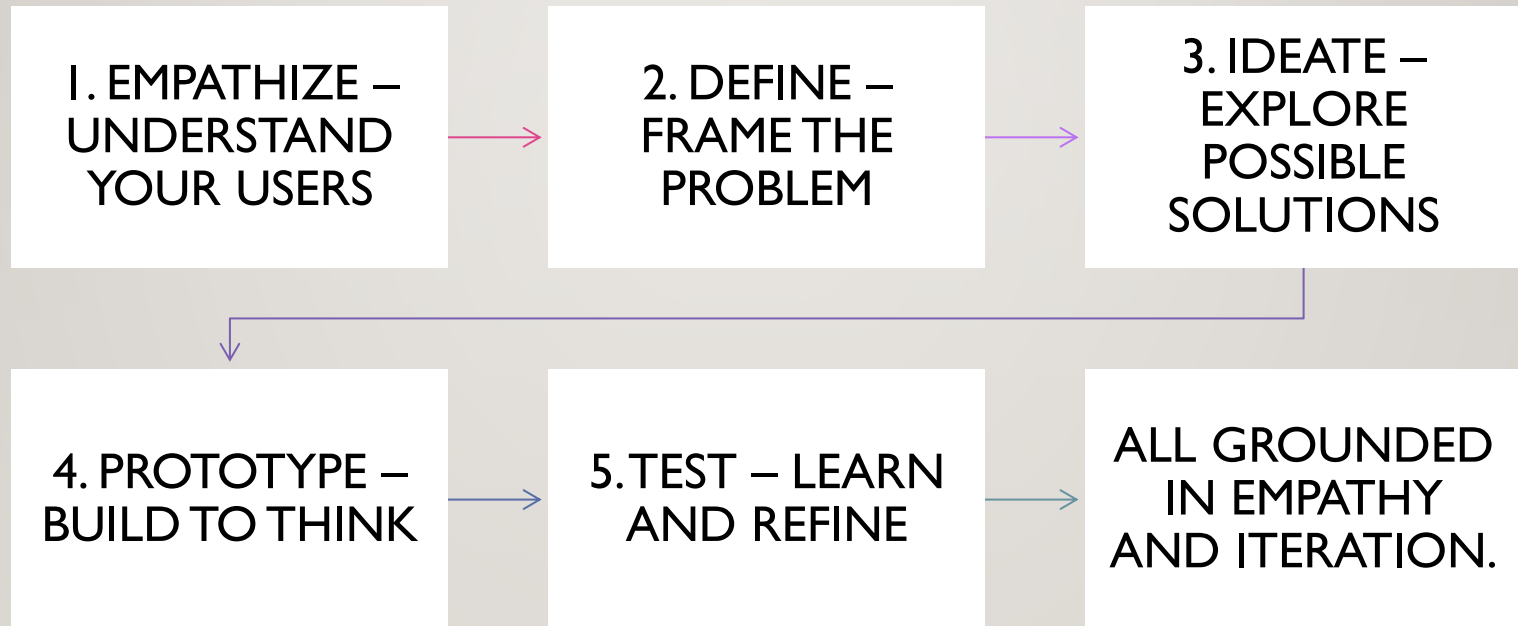
ITERATIVE AND NON-LINEAR NATURE

DESIGN THINKING IS NOT A STRICT SEQUENCE.

TEAMS MAY LOOP BETWEEN STAGES AS
NEEDED—IDEATING AGAIN AFTER TESTING OR
REVISITING RESEARCH AFTER PROTOTYPING.

FLEXIBILITY FUELS INNOVATION.

SUMMARY OF THE FIVE PHASES



The background of the entire slide is a repeating pattern of puzzle pieces. Each puzzle piece features a stylized silhouette of a person in a business suit. The puzzle pieces are arranged in a grid, with some pieces being a darker shade of blue than others, creating a textured, interconnected look.

THANK
YOU

Design Thinking transforms how we solve problems.

Put people first. Embrace iteration. Build better solutions.