THE DESIGN THINKING PROCESS

1. DEFINE & OBSERVE
   What is the problem? What information do I need to clearly define the problem?

2. EMPATHY
   What can I learn about the user? What can I learn about the need?

3. VISUALIZE
   How might I generate some ideas? What are some potential solutions?

4. CREATE PROTOTYPE
   How can I show my idea? What can I create or build as an example?

5. TEST & REFINE
   Does my idea meet the need? What should I change based on others’ feedback?

COLLABORATION • PERSISTENCE • REFLECTION

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