

# DESIGN THINKING

A process behind defining problems and generating creative solutions

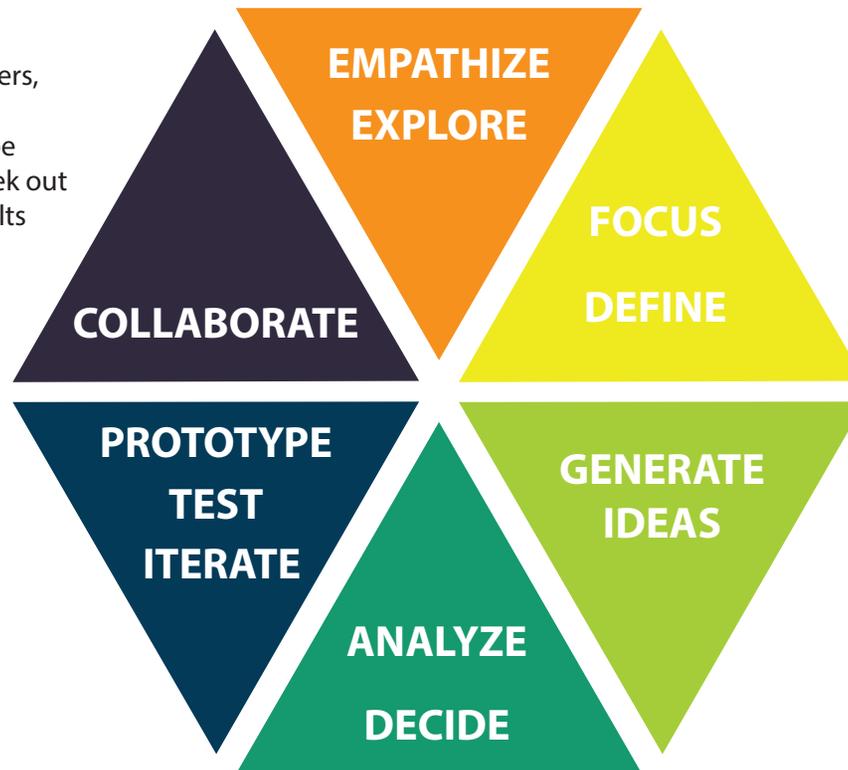
**Observe.** Keep your eyes and ears open. Look for trends and problems. Observe how people adapt to their environment.

**Ask & Listen.** Do not assume anything and do not impose your opinions. Ask open ended questions and listen and observe responses.

**Research.** Look for other testimonials from people experiencing the same issues. Look at what experts are doing, look for other solutions, look at related products/ideas .

**Share.** Seek feedback from other designers, your client, and peers about your ideas/prototypes. Accept feedback and be willing to make changes to your idea. Seek out avenues to share your designs/ideas/results with others. Share. Motivate. Inspire.

**Make.** Use any materials/methods available to make prototypes of your ideas. Transform your "ideas" into something physical. Test your prototypes, find successes to build on and examine failures to learn from. Make new iterations/drafts of your prototypes. Refine your prototype design and materials as your process evolves.



**Define the Problem.** Before you can solve the problem, you must be able to state it. Review your research, narrow your focus, talk it out and put words to your problem. Again, keep your opinions out of this part of the process and think of your user. What problems are they facing? What is keeping them from succeeding? What can be improved?

**Multiple Solutions.** Engage in various brainstorming techniques to generate multiple ideas. Always keep your problem in mind. Review your research and explore strengths and weaknesses in existing solutions. Combine/cross-pollinate ideas. Keep an open mind throughout the entire process. Brainstorm independently and as a group.

**Choose.** Analyze, compare and critique your solutions. Use scorecards, pro/con lists and feedback. Seek out feedback and LISTEN! Evaluate which solution is the most effective, efficient and attainable.