

Design Thinking for Managers

Slide -4

Design Thinking Framework

Design Thinking



Empathize



Define



Ideate



Prototype



Test

.1. Empathize:

- This stage involves understanding the problem from the user's perspective.
- Techniques include user interviews, observation, and surveys to gather insights into user experiences and needs.
- The goal is to develop empathy for the people you are designing for.

2. Define:

- In this stage, you distill the information gathered in the empathize stage into clear problem statements.
- It involves defining the specific challenges and opportunities you want to address.
- A well-defined problem statement serves as a compass for the rest of the process.

3. Ideate:

- Ideation is about generating a wide range of creative solutions to the defined problem.
- Brainstorming sessions, mind mapping, and other creative techniques are used to come up with as many ideas as possible.
- The focus is on quantity and variety of ideas, without judgment at this stage.

4. Prototype:

- Prototyping is the process of creating scaled-down, low-cost versions of potential solutions.
- It can involve sketching, building physical models, creating wireframes, or developing digital prototypes.
- The purpose is to quickly and cost-effectively test and iterate on different ideas.

5. Test:

- Testing involves putting the prototypes in front of real users and gathering feedback.
- It helps you understand how well the solutions meet user needs and identifies areas for improvement.
- The goal is to refine and iterate on the designs based on user feedback.