

# Design Thinking for Managers

## Slide -6

# Process of Design Thinking – Define

The "Define" stage in the Design Thinking process is the second key step and follows the "Empathy" stage. In this phase, you synthesize the insights gathered from your observations and interviews during the empathy phase and define the specific problem or challenge that you will address. Here's how the Define stage works:

## 1. Problem Statement:

- Start by crafting a clear and concise problem statement. This statement should be based on the observations and insights gained from the empathy phase.
- The problem statement should focus on the user's needs and challenges and guide the rest of the Design Thinking process.

## 2. Point of View:

- Develop a point of view (POV) statement that frames the problem from the user's perspective. This statement should capture the essence of the problem and be user-centered.
- The POV statement helps to maintain a focus on the user's needs and goals throughout the design process.

### **.3. Ideation Criteria:**

- Establish criteria that will guide the ideation (creative idea generation) phase. These criteria should align with the problem statement and the project's goals.
- The criteria serve as a set of principles to evaluate potential solutions during ideation.

### **4. Team Alignment:**

- Ensure that your team is aligned and has a shared understanding of the defined problem. Collaboratively discuss the problem statement and point of view.
- This alignment is crucial for working together effectively in the subsequent stages of Design Thinking.

### **5. User Personas:**

- Consider developing user personas, which are fictional representations of the different types of users who will interact with the solution.
- Personas help the team empathize with and design for specific user groups.

## **6. Revisit Empathy:**

- Periodically revisit the insights gained during the empathy phase. The defined problem and point of view should remain rooted in a deep understanding of the user's experiences.

## **7. Frame Opportunities:**

- As part of the Define stage, you can also identify opportunities for innovation and areas where improvements can be made.
- These opportunities are aligned with addressing the defined problem but leave room for creative solutions.