



## **1. Examine and Reflect on the Problem:**

- Problem Statement Analysis:
  - Review the initial problem statement identified during the empathy phase. Consider its scope, specificity, and alignment with user needs.
- Root Cause Analysis:
  - Dig deeper to uncover underlying causes and implications of the identified problem. This may involve exploring interconnected issues and systemic factors.

## **2. Reconsider and Arrive at the Right Problem to Solve:**

- Problem Reframing:
  - Challenge assumptions and preconceptions about the problem. Explore alternative perspectives and problem definitions to ensure alignment with user needs and project objectives.
- Opportunity Identification:
  - Look for opportunities within the problem space that align with the strengths and resources of the design team. Consider both incremental improvements and transformative innovations.

## **3. Research with Users and Context:**

- Contextual Understanding:
  - Deepen your understanding of the user context through additional research and exploration. Consider factors such as cultural norms, environmental constraints, and technological influences.
- User Co-Creation:
  - Engage users in collaborative research activities to uncover insights and co-design solutions. This fosters a sense of ownership and ensures solutions resonate with user preferences.

## **4. Question Framing and Conducting Research:**

- Research Planning:
  - Develop a research plan outlining objectives, methodologies, and timelines. Define research questions that guide data collection and analysis.
- Data Collection Methods:



- Employ a mix of qualitative and quantitative research methods, such as interviews, surveys, and observations. Adapt your approach based on the nature of the problem and the characteristics of the user community.

## 5. User Stories:

- Narrative Framing:
  - Craft user stories that capture the experiences, goals, and pain points of specific user segments. Use personas developed during the empathy phase to inform story creation.
- Storyboarding:
  - Visualize user stories through storyboards or journey maps. This helps communicate complex narratives and identify key touchpoints for intervention.

## 6. Design Strategy:

- Goal Setting:
  - Define clear and measurable goals for the design effort. Align these goals with user needs, business objectives, and social impact considerations.
- Iterative Prototyping:
  - Adopt an iterative approach to prototyping and testing solutions. Start with low-fidelity prototypes to gather feedback early and often, gradually refining designs based on user input.

## Conclusion:

The Define phase is a critical stage in the Design Thinking process, where designers reframe the problem, conduct targeted research, and define a strategic direction for solution development. By examining the problem from multiple perspectives, engaging with users and context, and framing research questions effectively, designers can lay the groundwork for innovative and impactful design solutions.