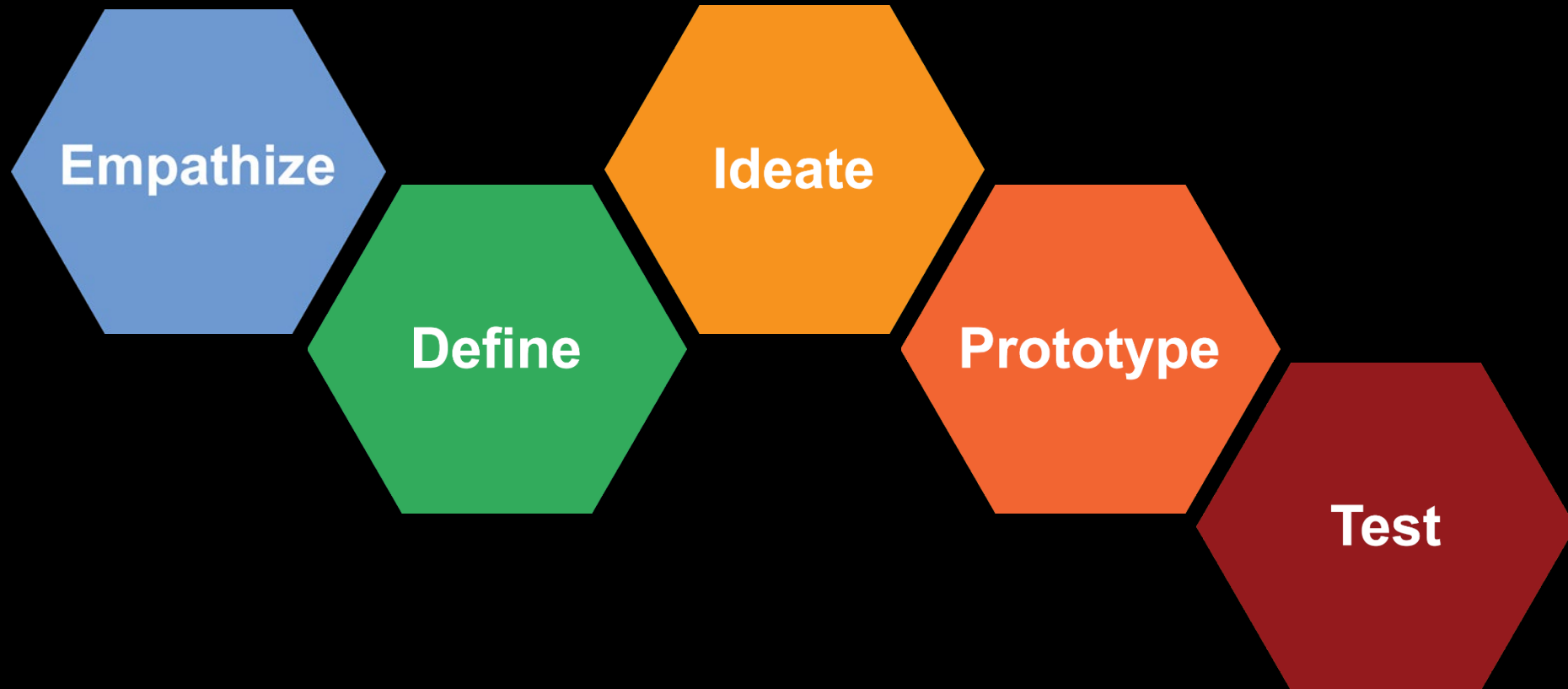


The Design Thinking Process



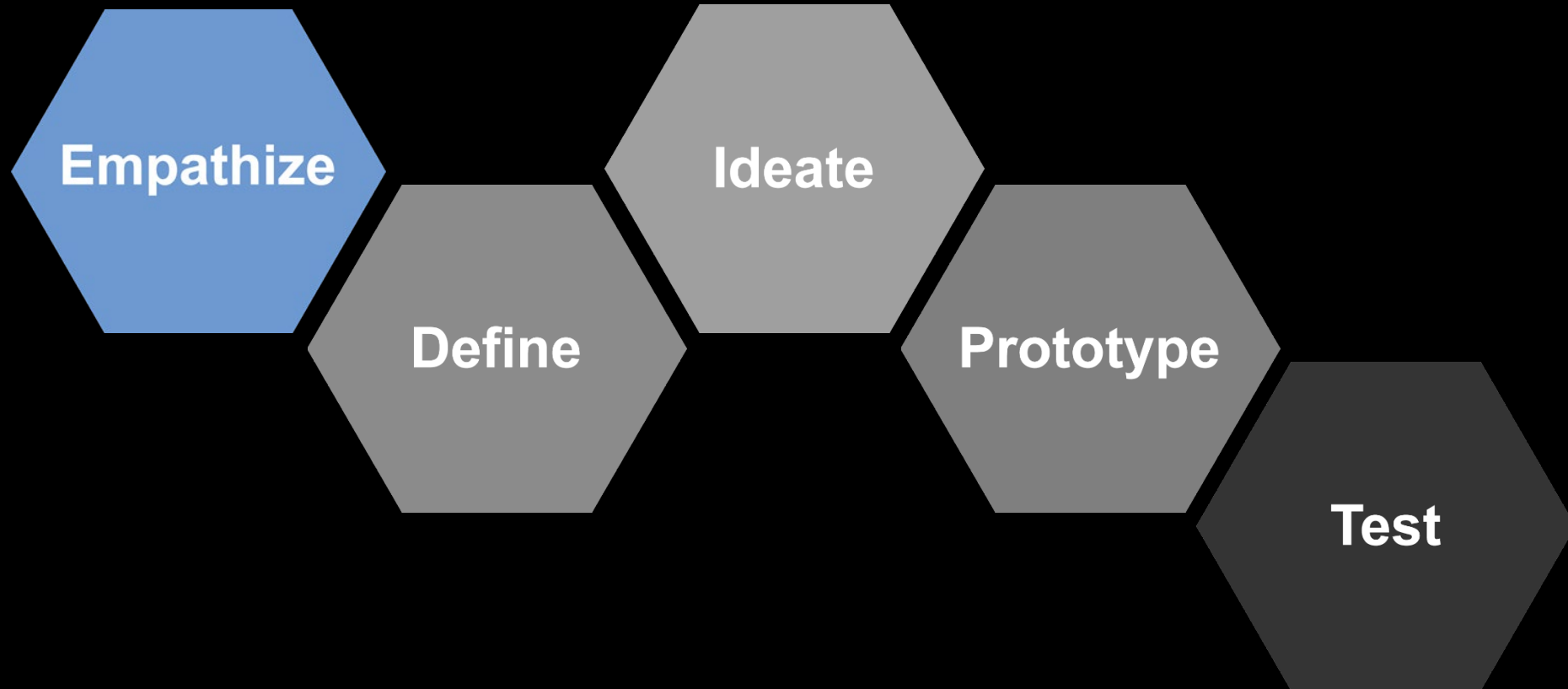
Design Thinking

- A solution-based approach to solve problems, innovate
- Iterative process
- Understand the user, challenge assumptions, redefine problems

Design Thinking

- The process of questioning
- Tackling ill-defined or unknown problems
- Creating ideas
- Prototyping and testing

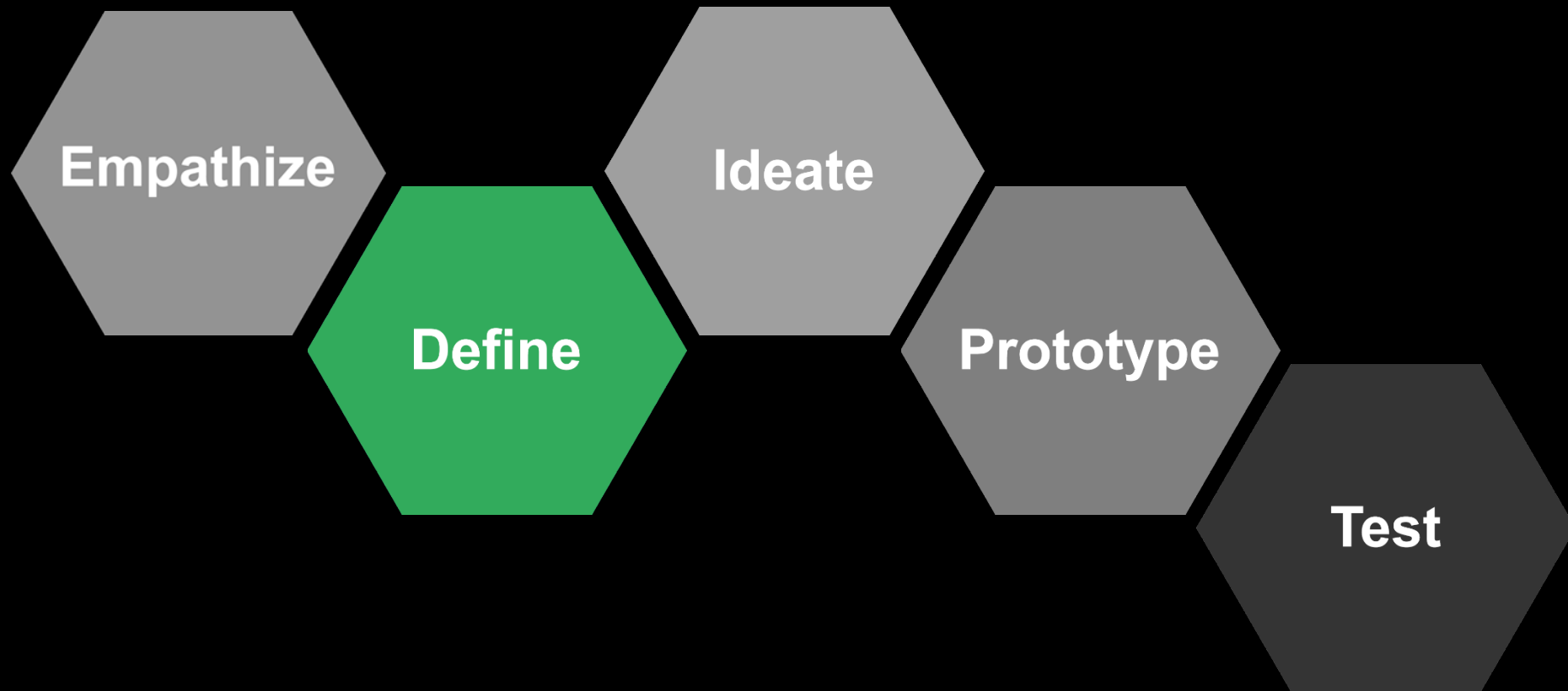
Put yourself in their shoes



Mode: Empathize

- Observe people and how they interact with their environment
- Engage with people directly
- Watch and listen

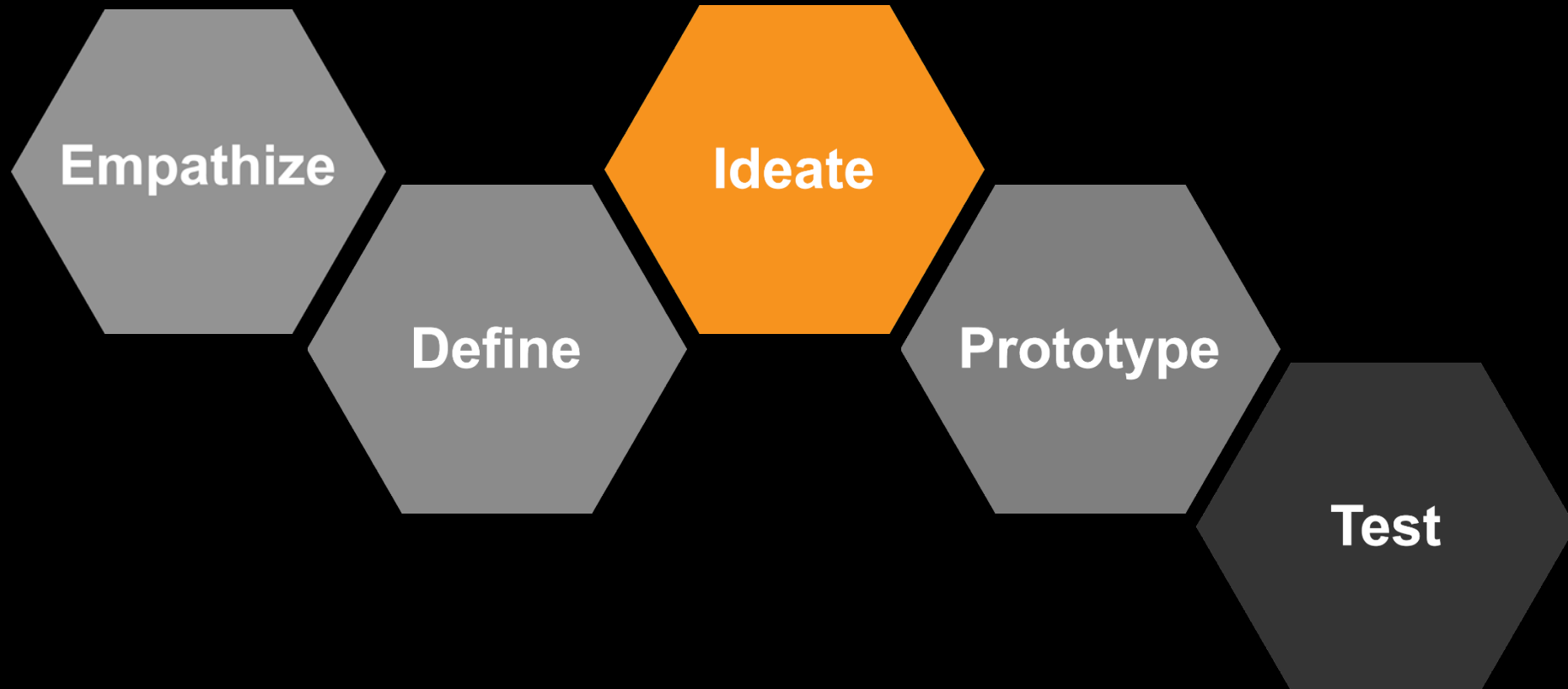
What is the problem? Ask yourself WHY?



Mode: Define

- Unpack findings from empathy mode
- Write initial problem statement, gain feedback
- Write final, explicit problem statement

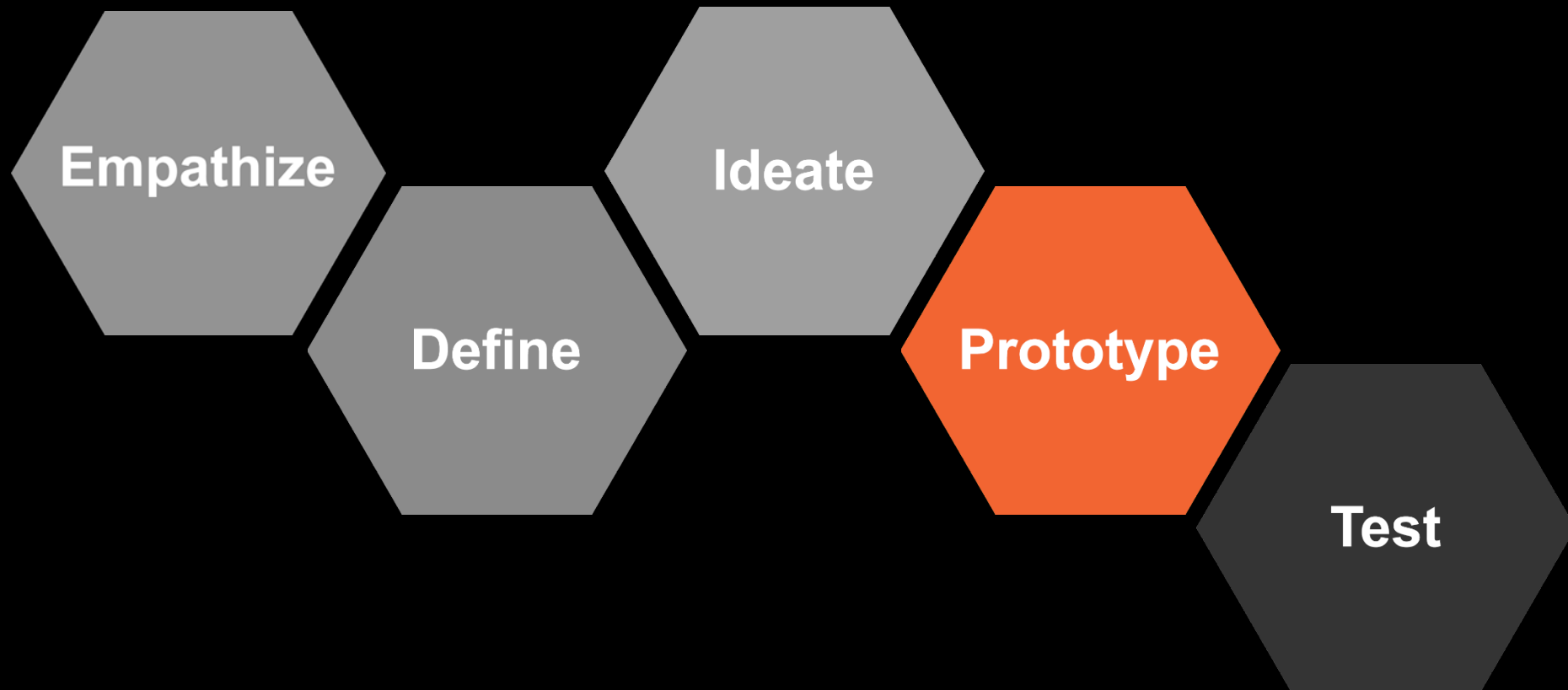
Brainstorm Solutions



Mode: Ideate

- Time to brainstorm solution – generate ideas
- Don't evaluate at first
- Utilize definition throughout the process
 - Update/pivot via feedback and testing
- Narrow ideas, compose restraints, select the best idea
 - NOTE- it doesn't have to be a perfect idea, something is better than nothing and you can always improve upon the idea through prototyping, testing, and feedback

Develop a prototype for quick adaptation and reiteration



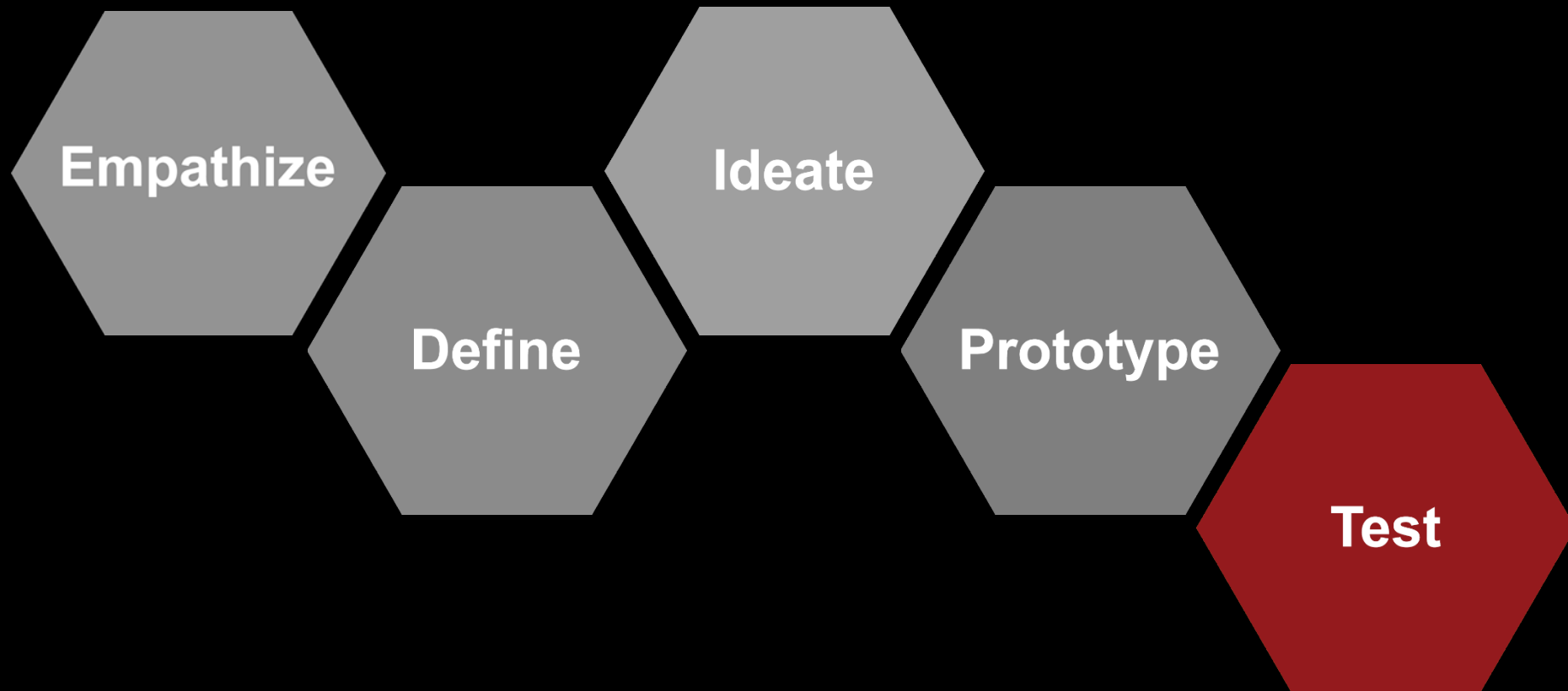
Mode: Prototype

- Low-res prototyping
- Move towards and MVP (minimally viable product)
- Prototype should attempt to solve the defined problem

Mode: Prototype

- Don't worry about looks or additional features, you will continue to improve as you test and receive feedback
- **FALL IN LOVE WITH THE PROBLEM, NOT THE SOLUTION**

Test out your prototype and get feedback from those experiencing the problem



Mode: Test

- Gather feedback
- Refinement and iteration
 - Keep testing and improving
 - This is where you can “make it look better” – but don’t lose sight of the defined problem
- Story telling – pitch and present your idea to potential customers

Thank you for your attention!

**Contact us:
tnitech.edu/eagleworks**