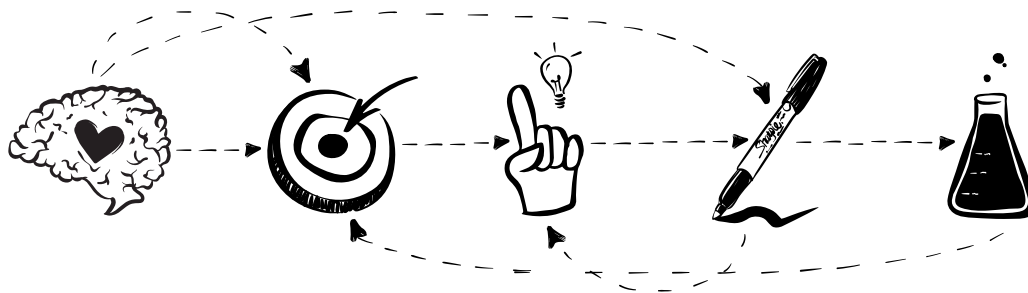


DESIGN THINKING

A NON-LINEAR PROCESS

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EMPATHISE

DEFINE

IDEATE

PROTOTYPE

TEST

EMPATHISE



Design thinking is a human-centered process. Empathy is a critical foothold as it allows thinkers to set aside their own assumptions to gain deeper, more personal insight. Gaining an empathic perspective includes consulting experts, observing behaviour and working towards shared feelings or needs the target individual is experiencing. This stage is best defined by gathering information to achieve the best possible understanding.

DEFINE



Analyzing and organizing observations characterize the Define stage in Design Thinking. Laying down the collected information in a working order supports your end game here: producing a human-centred problem statement - or, defining the problem in a way distinct to the wish or need of the company. For example, consider what actions individuals in your target market can perform that benefit themselves and also involves the client company's product or service. In this way, you consider the needs of the user while answering the needs of the client. Defining your issue in this way will help you progress to the third stage, Ideate, where you look for solutions by asking questions to answer the problem you laid out in its definition.

IDEATE



Now you're ready to start generating ideas! By understanding the needs of your users and determining a human-centered issue to resolve by analyzing and organizing your observations, you can start to identify new solutions or alternative ways of viewing the problem. In this stage, you may engage in different ideation techniques such as brainstorming. Your main objective is to stimulate free thinking and find your creative brain flow. Investigate each thought to find the best way to solve your problem.

PROTOTYPE



Putting hand on tools, this stage is all about experimentation. In the Prototype stage, designers will produce inexpensive, small-scale, trial run versions of the product or product features that need to be examined. In this dress-rehearsal phase, the goal is to find the best possible answer to questions and problems raised in your first 3 stages. By building out the physical adaptations of what has been a theoretical process up until now, you get a clearer perspective of how users will interact with the product. In this way, you whittle down and refine solutions, ultimately leading to the final draft.

TEST



In the final stage of this 5-stage model, you dig deep into the best solutions produced during Prototyping. Rigorous testing becomes an iterative process - for example in testing, you may discover features that must be redefined. By testing, you seek to deeply understand the product and its users by refining the finished version in real time scenarios.

This 5-stage Design Thinking model is a system that identifies different modes of the creative process that lead to determining a final, conclusive result. They don't exist independently or sequentially. In many cases, stages can exist concurrently and may be repeated many times by different contributors. Each time you engage your Design Thinking process, there will be different actions and activities specific to your journey. That is the beauty of creation!