Design Thinking **Questions Checklist**

innovationship
Innovation made personal

DEFINE

How you frame the challenge helps determine your next steps. Ask good questions that create opportunities for collaborative creativity.

- ☐ *What are your long- & short-term goals?*
- ☐ *Who will make use of your solutions?*
- ☐ *How will you define success?*

ACT: **LEARN**

What needs should you consider? How can you balance facts with insights? Always seek ways to explore the world around you.

- ☐ *Who can you learn from & be inspired by?*
- ☐ *What is the context and landscape?*
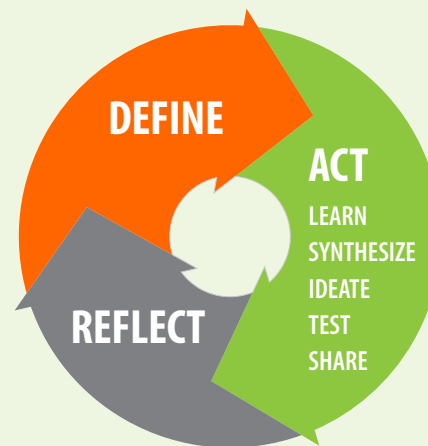- ☐ *What similar examples can you discover?*

ACT: **SYNTHESIZE**

How do you produce insights? Taking time to frame your learnings is key to finding new connections that drive your work forward.

- ☐ *What patterns become apparent?*
- ☐ *What was significant and meaningful?*
- ☐ *What new connections have we made?*

ASK QUESTIONS!

Continually asking questions of ourselves, our team members, and others around us helps uncover new opportunities and avoids obvious solutions too early in the process. Here are a few starter questions for each phase to help inspire new directions and activities.

DEFINE

ACT
LEARN
SYNTHESIZE
IDEATE
TEST
SHARE

REFLECT

ACT: **IDEATE**

Where do you get new ideas? Collaborative creativity needs clear rules, facilitation, and an inspiring, conducive workspace

- ☐ *What are your key topics & challenges?*
- ☐ *Who will lead, and who will participate?*
- ☐ *How will you make sense of the ideas?*

REFLECT

Taking time to stop and give thought to where you've been and where you need to go is vital to the innovation process.

- ☐ *What did you just learn?*
- ☐ *What questions must still be answered?*
- ☐ *What might you do differently next time?*

ACT: **SHARE**

How do you best communicate your ideas? Well-crafted stories can help persuade, build consensus, and elicit honest feedback.

- ☐ *What essence do you need to convey?*
- ☐ *Who's your audience, who is theirs?*
- ☐ *Who's your hero, facing what conflicts?*

ACT: **TEST**

How can you best evaluate your ideas? Embrace failure! "Think by making" lets you minimize risk and accelerate success.

- ☐ *What can you build quickly & cheaply?*
- ☐ *What questions need to be answered?*
- ☐ *Who will give you valuable feedback?*