DESIGN THINKING FRAMEWORK

1 Frame **+ Focus**

How might we _____?
Specifically, how might we _____?

What are my design constraints?

2 Empathize **+ Define**

Who is experiencing the problem?
What are the needs/wants/pain points of the user?

What's causing the problem? How do you know?
What is my new design question?

5 LAUNCH (Make It Real)

What resources do you need to make this idea real?

DESIGN THINKING

3 Ideate **+ Prototype**

How might you create a solution that is useful and novel to your user?

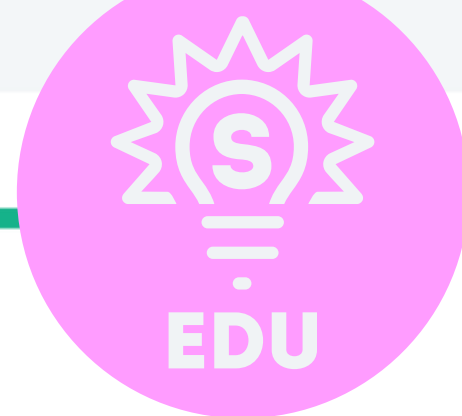How might you represent your idea visually so your user can provide feedback?

4 Test **+ Iterate**

What does the testing feedback / data tell me to do next?

What works / does not work about _____?

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