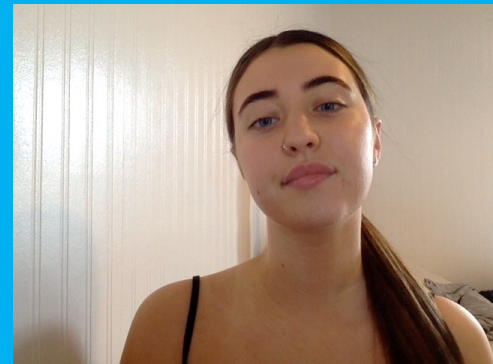


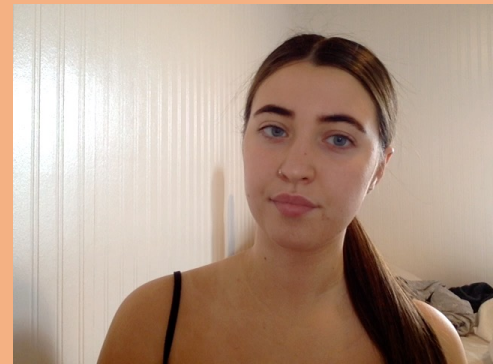
Design Thinking

By Teleri Lamb

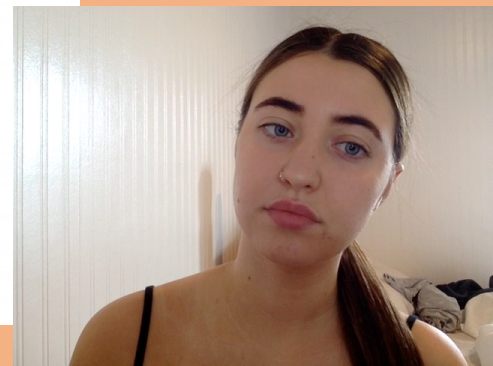
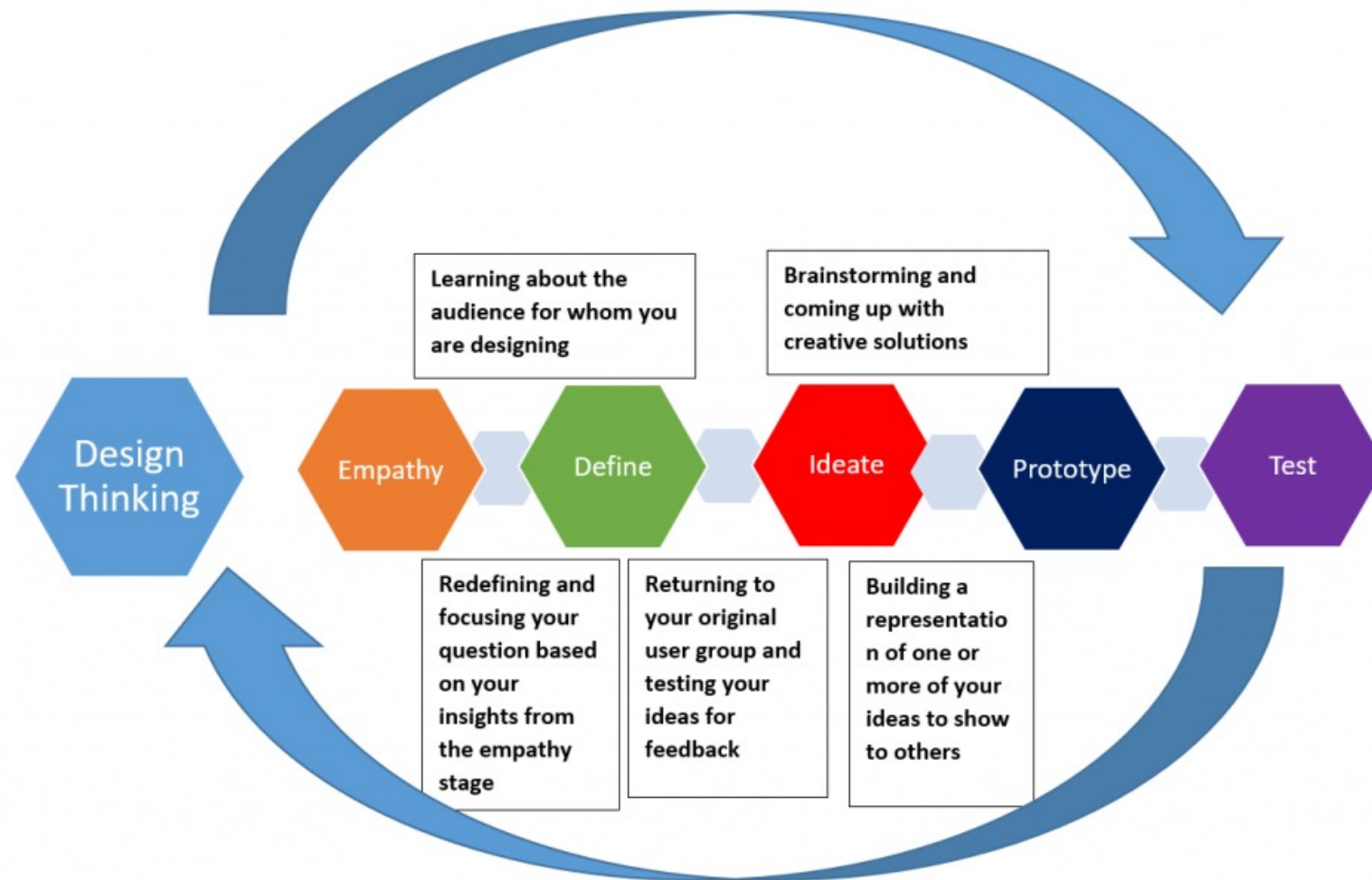


What is Design Thinking?

- Design thinking is a problem-solving method that prioritises the customer's demands. This is critical in business since it ensures that the client is cared for and valued.
- It's also concerned with empathically monitoring how people interact with their surroundings and producing unique solutions through an iterative, hands-on process.
- Design thinking enables businesses to prepare solutions for any difficulties that have a negative impact on their success. As a result, the firm will be successful, allowing them to raise their revenues.



How is Design Thinking used?



There are 5 stages to Design Thinking these are;

1. **Empathise** this is the first step to Design Thinking. This entails acquiring a compassionate knowledge of the problem that must be solved. The company or individual will consider the user's requirements and design a solution around them. Empathy is crucial to a human-centered design since it considers other people's perspectives rather than your own.
2. **Define** this is the second step in Design Thinking. This stage is where you put all of the information you gathered in the first stage together. Then you analyse and synthesise your data to identify the core issues that you and your team have discovered. The names given to these definitions are "problem statements." This stage is critical since it allows a company to focus on the core problem and what can be done to fix it.
3. **Ideate** this is the third step in Design Thinking. This level allows you to build on the solid foundation established in the previous two levels. This means you can think of different methods to approach the problem and come up with unique solutions to the problem statement you've created. Brainstorming is really useful at this point.
4. **Prototype** this is the fourth step in Design Thinking. During this stage, the company will try to figure out the best solution for each problem that has been discovered. The company will create some low-cost, scaled-down versions of the product to test the concepts created. Prototyping on paper could be a simple solution.
5. **Test** this is the fifth step in Design Thinking. Once the prototypes have been tested, they can be used to redefine one or more challenges. They can then go back to earlier stages of the Design Thinking process and make more iterations, changes, and enhancements.

