NAME: _____   DATE: _____

What Is Design Thinking?

Key Terms

Aa Term	Definition
Design Thinking	a method for creative problem-solving
empathize step	perform research to determine your users'/customers' needs; "walk in their shoes" to understand their perspectives and feelings
define step	state the root problem based on your users' needs
ideate step	brainstorm creative solutions to the problem you defined; think outside the box; work in a group to come up with many different perspectives; generate as many ideas as you can
prototype step	narrow down choices to the best solutions, and produce simple models to find the best fit
test step	try the solutions to see if they fix the problem; get users' feedback; adjust for continuous improvement (now and later – this process should be ongoing)
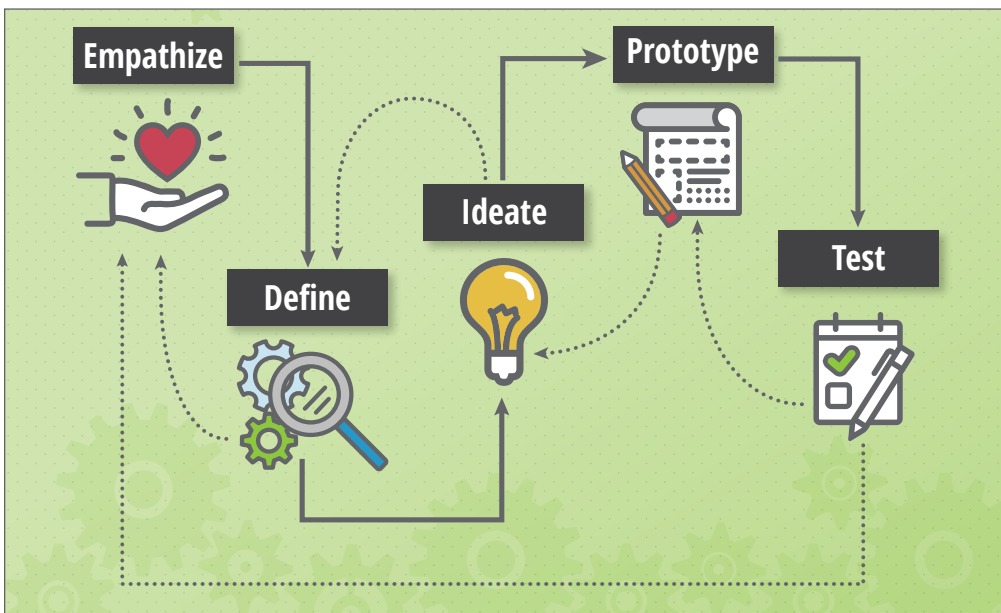
Design Thinking Example

Imagine that your volleyball team has qualified for a regional competition, but the team is short on money for transportation and lodging. People have told you that they want to show their support for the team, so you decide to sell T-shirts to students, families, and fans. You talk to the rest of the team to get ideas about colors, logos, designs, and sizes. After the discussion, you sketch out a few different samples. You have a meeting with the rest of the team and the coach to share the design options. Someone suggests adding numbers to the backs of some of the shirts, like pro jerseys, so that fans can root for their favorite player.

Advantages of a Design Thinking Approach

Human-centered: _____

Adaptable: _____

Focused: _____

Risk mitigation: _____

Human-centered: _____

Failing fast: _____

_____

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