

Stages in Design Thinking

Empathize 

Define 

Ideate 

Prototype 

Test 

Design Thinking is a design methodology that provides a **solution-based** approach to solving problems. It is extremely useful in tackling **complex problems** that are ill-defined.

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Gain an empathic understanding of the problem you are trying to solve. This involves finding more about the area of concern through observing, engaging and empathizing with people to gain an insight into users, their experiences and needs.

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Analyse your observations and synthesize them in order to define the problem as a statement, in a human-centred manner. A well-scoped problem definition leads to ideation in a very natural way.



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Look for alternative ways of viewing the problem statement. Use various ideation techniques, such as brainstorming and SCAMPER to stimulate free thinking and to expand the problem space. Come up with as many ideas or problem solutions as possible.



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Produce a number of inexpensive, scaled-down versions of the product, so that you can use them to investigate the problem solutions generated in the previous stage. The prototypes may be shared and tested to determine the best possible solution.



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Rigorously test the complete product using the best solutions identified during the prototyping phase. This is the final stage of the 5 stage-model, but as it an iterative process alterations and refinements are made even in this stage.

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