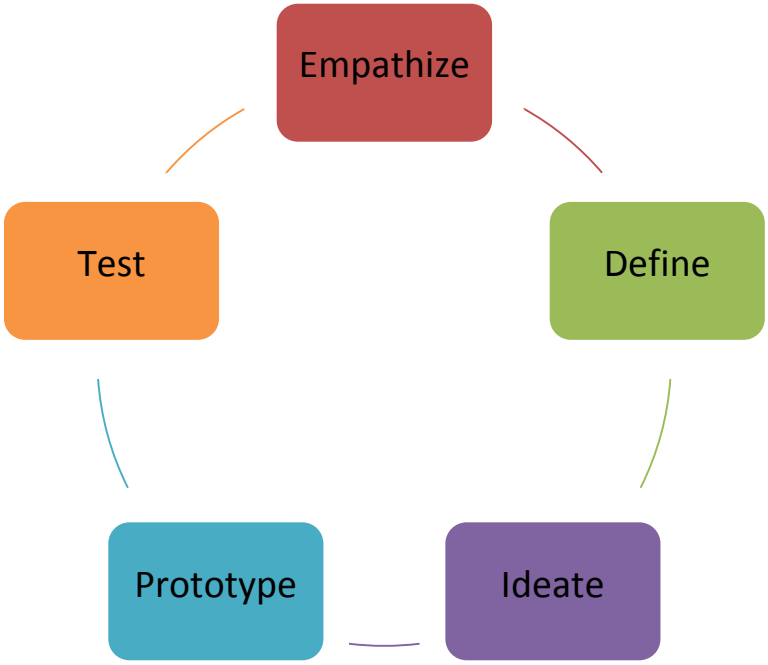
Design Thinking

Design thinking is a process which helps in solving complex problems in the most creative way. It is a cyclic process in which the prototypes of the solutions are built and feedbacks are asked regarding the prototypes until a final solution is designed. It is like going on a trip without a map or without even knowing the destination, but with the confidence that you will end up somewhere great.

Design Thinking involves repetition of a few steps until a final solution is achieved. The steps which help in finding the final solution are discussed below.



1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

<u>Empathize</u>

Empathize is the foundation of design thinking. It involves asking questions based on the empathy map. An empathy map is a set of questions which helps in understanding the customers better. It involves questions such as what do the customers think about the services provided by organization, what customers hear from the organization about them and from others about the organization, what are their hopes from the organization, what are their fears related to the organization etc.

Define

Defining is perhaps the most important step of all. Defining a correct problem to solve is the most crucial task in design thinking. This step helps in providing the focus and frames the problem in an actionable way. In this step the focus is on becoming aware of the customers' needs. The main goal of this step is to target the right issue and framing it in such a way that it invites creative solutions.

Ideate

Ideating is all about fun and creativity. Ideating is finding different solutions for the problem. The team members are encouraged to give whatever solution they have in their mind even if they are dreamers of the impossible. The team members are challenged to brainstorm a number of ideas and to give judgement on them. No ideas are rejected even if they are not practical. Team members can be asked to generate hundreds of ideas for solving a single task.

Prototype

The ideas which are found to be useful are then selected and prototypes are built. Prototyping helps to get deep understanding of the user and design space, even at a pre-solution phase of a project. Prototype is a sketch, model etc. which helps to convey the idea quickly and efficiently. The prototypes are built depending on the ideas selected and after the prototyping phase is completed, they are set for testing.

Test

Testing is a repetitive process which provides the feedback whether the prototype is the right solution to the problem or not. The purpose of this step is to learn what works and what does not. In testing, the prototypes are modified according to the feedback so that they provide the right solution to the problem. Testing sometimes helps in understanding that not only we did not get the right solution, but also that the problem was not framed correctly.

Finally the best solution is chosen and implemented. Even if the solution is not obtained, the steps are repeated until and unless the desired solution is found out.