

The Design Process



1 Discovery/Empathy

I have a challenge.
How do I approach it?

- Understand the challenge
- Identify your task
- Empathize with your audience
- Prepare research
- Gather inspiration
- Gain a deeper understanding



2 Interpret/Define

I learned something.
How do I interpret it?

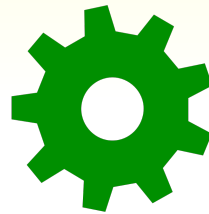
- Capture your learnings
- Tell stories
- Craft an actionable problem statement
- Search for meaning
- Catalog findings
- Define insights
- Frame opportunities
- Create a visual reminder
- Make insights actionable



3 Ideation

I see an opportunity.
What do I create?

- Generate ideas
- Push for the widest range of ideas
- Brainstorm
- Select promising ideas
- Refine ideas



4 Experimentation/Prototype

I have an idea.
How do I build it?

- *Make a prototype*
- *Create a visual graphic*
- *List steps*
- *Sketch process*
- *Identify what is needed*
- *Test*
- *Get feedback*
- *Engage others*



5 Evaluation/Test

I tried something.
How do I refine it?

- Implement
- Test
- Document progress
- Track learnings
- Define success
- Engage others
- Get feedback
- Evaluate
- Improve
- Reflect and refine
- Move forward