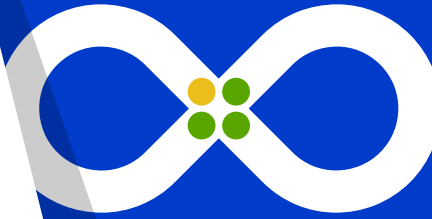# Design thinking:

A problem-solving process that begins with understanding user needs

P-TECH™

Design thinking:
- Focuses on user outcomes
- Solves real problems
- Leverages diverse teams
- Empathizes with the user

"It's not just what it looks like and feels like. Design is how it works."

—STEVE JOBS

Picture yourself performing design thinking!

1 Empathize
Study people to learn what's important to them.

2 Define
Figure out what they're trying to accomplish.

3 Ideate
Brainstorm better ways to help them do it.

4 Prototype
Build working models of your best ideas.

5 Test
Test and improve them until they're terrific!

Do you understand design thinking?

Try explaining this diagram to a friend!

The **old** way to design things

Engineers → Features → Users

The **Design Thinking** way to design things

Users → Needs → Functions

New design career disciplines for the 21st century

- Market identification
- Customer personas
- UX design
- Software development
- Product development
- Wireframing and prototyping
- Testing
- Feedback and analytics

Now search for "Design thinking applications and professions" to see where your creative imagination might lead you.

Apply your unique talents to design challenges:

Synthesize research

Solve complex problems

Create new products

Prototype your ideas

Align your Team

Plan your work

Generate new ideas

Test your Ideas

Collaborate with diverse teams

Learn more about design thinking:

- Where do I start if I want to learn more about design thinking? *(Medium)*
- Why Design Thinking Works *(Harvard Business Review)*
- Better Service, Faster: A Design Thinking Case Study *(Harvard Business Review)*
- 8 Great Design Thinking Examples *(Voltage Control)*
- 40 Design Thinking Success Stories *(The Accidental Design Thinker)*
- Toolkit: Guidance to hone your design thinking skills *(IBM.com)*
- Download the Enterprise Design Thinking Field Guide *(IBM.com)*