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What is Design Thinking?

Design Thinking is both an ideology and a process, concerned with solving complex problems in a highly user-centric way.

— [careerfoundry.com](https://www.careerfoundry.com)

Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. Involving five phases—Empathize, Define, Ideate, Prototype and Test—it is most useful to tackle problems that are ill-defined or unknown.

— [interaction-design.org](https://www.interaction-design.org)

What is Design Thinking?

Design Thinking is a problem-solving approach that emphasizes empathy for users, collaboration, experimentation, and creativity in order to develop innovative solutions that meet user needs.

What are the stages of Design Thinking?

The stages of Design Thinking are typically defined as: empathize, define, ideate, prototype, and test. These stages are meant to be iterative and flexible, allowing designers to cycle back and forth between them as needed.

What is the purpose of empathy in Design Thinking?

Empathy is an essential part of Design Thinking because it helps designers understand the needs, desires, and challenges of the people they are designing for. By putting themselves in the shoes of the user, designers can create solutions that are more user-centered and effective.

What is the difference between divergent and convergent thinking in Design Thinking?

Divergent thinking is the process of generating a wide variety of ideas or possibilities, while convergent thinking involves narrowing down those ideas to a select few that are most promising or feasible. Both types of thinking are important in Design Thinking, as they help designers generate and refine ideas.

How can Design Thinking be applied in business?

Design Thinking can be applied in business to develop new products, improve existing products, create better user experiences, and solve complex problems. By taking a user-centered approach to business challenges, companies can create more innovative and effective solutions.

What are some tools or techniques used in Design Thinking?

Some tools and techniques used in Design Thinking include user interviews, persona development, empathy maps, brainstorming, sketching, prototyping, user testing, and iterative design.

Can anyone use Design Thinking?

Yes, anyone can use Design Thinking to solve problems and create innovative solutions. While it is often associated with designers and creative professionals, the principles of Design Thinking can be applied by anyone who is willing to approach problems with an open mind and a focus on the needs of users.

- User-centric
- Approach problems creatively, like designers do...

1. Empathise
2. Define (the Problem)
3. Ideate
4. Prototype
5. Test

Snippet from [Wikipedia](#): **Design thinking**

Design thinking refers to the set of cognitive, strategic and practical procedures used by designers in the process of designing, and to the body of knowledge that has been developed about how people reason when engaging with design problems.

Design thinking is also associated with prescriptions for the innovation of products and services within business and social contexts.

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Double Diamond

What is Double Diamond?

The Double Diamond is a design thinking framework that is used to guide the design process. It was developed by the British Design Council in 2004 and is based on the idea that design is a process of divergent thinking (expanding the range of possibilities) followed by convergent thinking (narrowing down the possibilities).

The Double Diamond consists of four stages:

1. **Discover:** In this stage, designers seek to understand the problem they are trying to solve and gather insights about the people who will be using the product or service. This involves research, interviews, and observation.
2. **Define:** In this stage, designers synthesize the information they have gathered and use it to define the problem they are trying to solve. They create a clear problem statement that captures the user needs and goals.
3. **Develop:** In this stage, designers use divergent thinking to generate a range of possible solutions to the defined problem. They create prototypes and test them with users to gather feedback and refine the solutions.
4. **Deliver:** In this stage, designers use convergent thinking to select the best solution and develop it into a final product or service. They create detailed specifications and work with engineers and developers to bring the product or service to market.

The Double Diamond is a flexible framework that can be adapted to different design challenges and used in various contexts. It emphasizes the importance of understanding user needs and goals, and of testing and iterating on solutions to create products and services that meet those needs.


- [https://en.wikipedia.org/wiki/Double_Diamond_\(design_process_model\)](https://en.wikipedia.org/wiki/Double_Diamond_(design_process_model))
- <https://medium.com/digital-experience-design/how-to-apply-a-design-thinking-hcd-ux-or-any-creative-process-from-scratch-b8786efbf812>

External links:

- <https://careerfoundry.com/en/blog/ux-design/what-is-design-thinking-everything-you-need-to-know-to-get-started/>
- <http://www.theagileelephant.com/what-is-design-thinking/>
- <https://www.nngroup.com/articles/design-thinking/>
- <https://www.scaledagileframework.com/design-thinking/>
- <https://medium.muz.li/what-is-design-thinking-and-how-to-use-it-design-councils-framework-cb1f426b4748>
- <http://designthinkingcanvas.co.uk/>
- <https://www.boardofinnovation.com/blog/shifting-gear-between-design-thinking-lean-startup-agile/>

[problem](#), [dx](#), [dt](#)

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- Ideation
- Prototyping
- User Research
- Customer Journey Mapping
- User Personas
- Iterative Design
- Design Sprints
- Co-Creation
- User Testing
- Visualization
- Storytelling
- User Experience (UX) Design
- Service Design

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