

Video Transcript

5 Stages of the Design Thinking Process by InVision

A long, long, time ago if humans wanted to move something we had to carry it, and as time went on we were able to solve this problem and millions of others. In life, we're always bumping into new problems and while we have the desire to solve them it's often hard to find the right solution or even know where to start. That's where Design Thinking comes in.

Design thinking is a process that seeks to solve complex problems by approaching them from the user's perspective. It also aims to turn your ideas into tangible, testable products as quickly as possible.

The Design Thinking framework can be drilled down into three distinct phases: immersion, ideation, and implementation. If we zoom in a little bit, these phases can be broken down into five actionable stages that make up the entire design thinking process: Empathize, Define, Ideate, Prototype, and Test.

In the empathize stage you'll get to know your target audience and paint a clear picture of who the users are, what challenges they face, and what they need. This can be achieved through interviews, user testing, surveys, basically by talking to people and understanding how they think, act, feel.

Based on what you learn in the empathize stage you will then define your problem statement. When creating your problem statement focus on the users' needs over the business goals. Keeping it human centered is the theme here. This problem statement will act as your North Star. If you start to trail off or get lost just look back to the problem statement to refocus.

With our problem statement defined we're ready to ideate. Keep in mind innovation is rarely born in isolation so don't fly solo, get up from your desk, cubicle, or spaceship and gather some key individuals from other teams and collaborate. The name of the game is quantity over quality, so think outside of the box and explore new angles. There are many ideation techniques to get you and your team started. A great reference is our Design Thinking handbook by Eli Woolery. Check it out at designbetter.com.

Next, start prototyping. Prototypes come in all shapes and sizes from basic paper models to interactive digital mock-ups. The goal is to have something tangible that can be tested on real people.

Testing. Getting your prototype into the hands of real users will give you great insight on if the solution you provided is valid or if it needs some more work. Based on the feedback, you can make changes and improvements before spending the time and money building the real thing.

Although these steps appear to be sequential, keep in mind Design Thinking is a less linear and more iterative. At each stage you'll most likely discover new things that require you to go back and repeat a previous step.

There you have it design thinking in a nutshell. Now get out there and start applying design thinking to your work today. You will be glad you did.