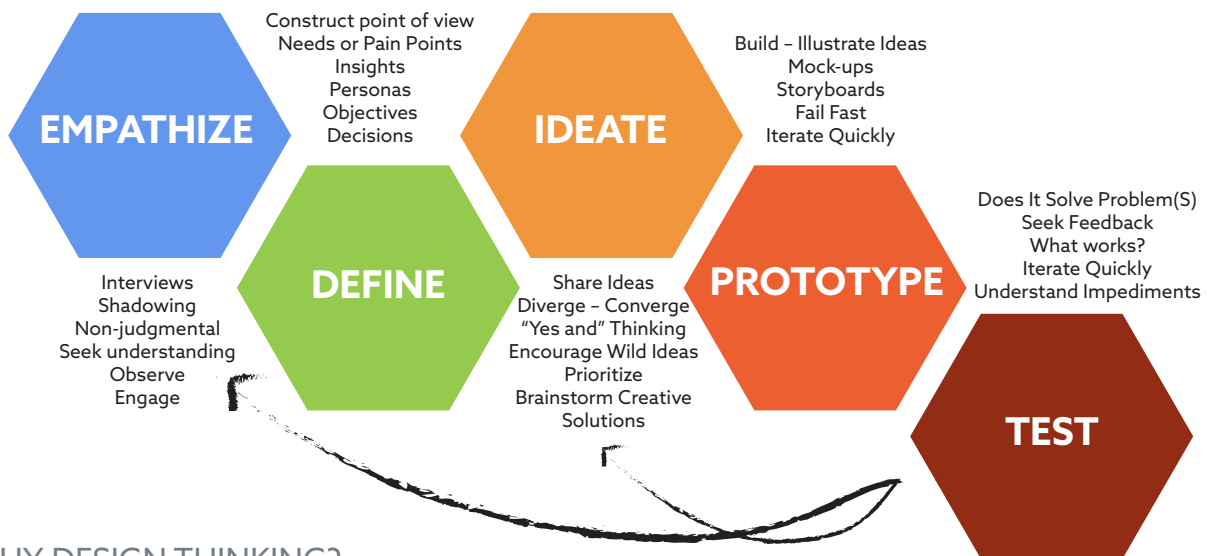


WHAT IS DESIGN THINKING?

Look around you; desks, chairs, buildings, bridges, writing utensils and fashion were all created by designers. Without designers these things might not even exist. In fact, we are all designers. Design Thinking has been around for forever, but in the 1990's David Kelley and Tim Brown (of IDEO) developed a hands-on, human-centered approach to solving problems. This hands-on user-centered approach is defined by the design thinking process, which is made up of five (5) stages; Empathize, Define, Ideate, Prototype, and Test.



WHY DESIGN THINKING?

- > Design Thinking is entrepreneurial thinking (mindset).
- > Design Thinking is used in all fields (careers), everyone is a designer.
- > Design Thinking is fed by our opportunity obsession, being observant of the market and looking for opportunities that create real value.
- > Design Thinking is a user-centered process beginning with empathy for the user, to be principled practicing respect and tolerance is essential to the process.
- > Design Thinking leverages the power of shared knowledge - seeking out the best knowledge to drive creative destruction. Driving change that benefits others.
- > Design Thinking creates real value that leads to "win-win" - it builds creative confidence, and adds value on both sides of an exchange.
- > Design Thinking utilizes rapid prototyping leading to fast feedback - good ideas are not enough, successful entrepreneurs use sound judgment to create the greatest benefit.
- > Design Thinking encourages innovation by diving into different ways to solve the same problem.

VIDEOS ON DESIGN THINKING:

<https://www.youtube.com/watch?v=a7sEoEvT8l8&t=8s> - What Is Design Thinking?
<https://www.youtube.com/watch?v=M66ZU2PClCM> - 20/20, IDEO Shopping Cart Video (short version)
<https://www.youtube.com/watch?v=Gfffb2H-gK0&t=426s> - Stages of Design Thinking