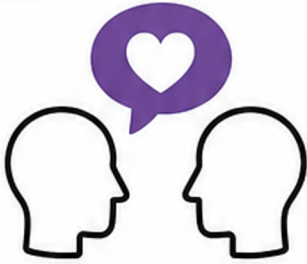




DESIGN THINKING PROCESS CARDS

1 EMPATHISE



Understand people and their needs.

- Who is your user?
- What are their needs and challenges?
- How can you learn from them?

2 DEFINE



Define the problem clearly.

- What is the real problem?
- Why does it matter?
- How might we frame it?

3 IDEATE



Generate lots of ideas.

- Think broadly.
- Encourage wild ideas.
- Build on others' ideas.

4 PROTOTYPE



Make a simple version to test.

- Create quickly and cheaply.
- Focus on key features.
- It doesn't need to be perfect.

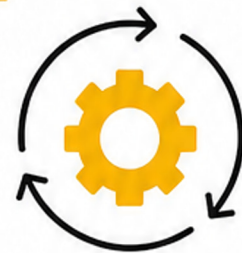
5 TEST



Test with real users and gather feedback.

- What works well?
- What could be better?
- What did you learn?

6 ITERATE



Improve and repeat.

- Refine your idea.
- Make changes.
- Test again.
- Keep improving.



CUT OUT THE CARDS AND USE THEM TO GUIDE YOUR DESIGN THINKING PROCESS.