Design Thinking/Human Centered Design Model

Learn from stakeholders to uncover the problem and define success.

Now that the problem is clear, generate a wide range of possible solutions.

Choose a promising idea and build a prototype—a sketch, mockup, or simple model.

Test the prototype to see what works and what doesn't.

Apply what you've learned to implement the strongest solution in the real world.

EMPATHIZE   **DEFINE**   **IDEATE**   **PROTOTYPE**   **TEST**   **IMPLEMENT**

Prototypes may lead to creative pivots or refinements

Tests may spark new ideas worth exploring

Testing may surface insights that redefine the problem

Tests may signal it's time to revisit what users value or need.

Results may inform improvements to current or future projects and processes.

BROAD POSSIBILITIES

SPECIFIC OUTCOMES