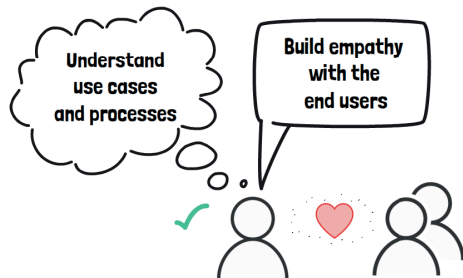Conduct focused test runs with the target group ✓

Detect and solve errors ✓

Continuously implement optimizations ✓

TEST AND OPTIMIZE PROTOTYPE

TEST

UNDERSTAND THE OVERALL CHALLENGE

Understand use cases and processes

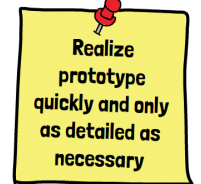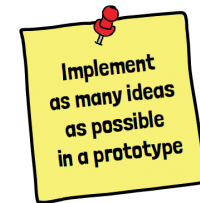Build empathy with the end users

EMPATHIZE

What is Design Thinking?

With Design Thinking challenges
are creatively solved and innovations developed.
The process is considered to be an iterative procedure and
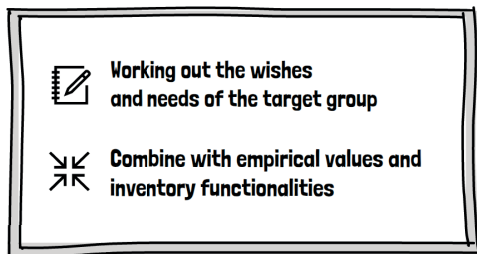puts customer needs at the centre of development.

PROTOTYPE

VISUALIZE RESULTS IN ANY FORM

Implement as many ideas as possible in a prototype

Realize prototype quickly and only as detailed as necessary

SET FOCUS ON ONE POINT OF VIEW

Working out the wishes and needs of the target group

Combine with empirical values and inventory functionalities

DEFINE

IDEATE

DEVELOP MANY POSSIBLE SOLUTIONS

Structuring and prioritizing ideas

Allowing creativity and strengthening wild ideas

Compare with target definition