

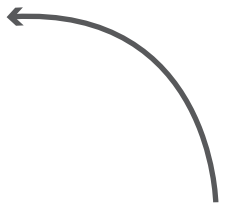
DESIGN CHALLENGE: How might we.....
What are you going to create?

BRAINSTORM SOLUTIONS:
What kind of solutions will help you meet your design challenge?





Any ideas for
solutions left
in the freezer?



CHOOSE WHAT solution(s) to continue with

Take post-it's from above

ASSESS which problem these solutions solve and for WHO?

Use your insights from
your HEAR phase

H



HOW are you going to test if these solutions really fulfill this need?

FIELDWORK:
Gather feedback!



INTERPRET & VISUALIZE:
Show your insights



CONCLUDE & ITERATE:
Do your tested solution(s) fulfill your design challenge sufficiently?

Develop testable
product(s)
&
Start building

*Is this solution
really feasible?*

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