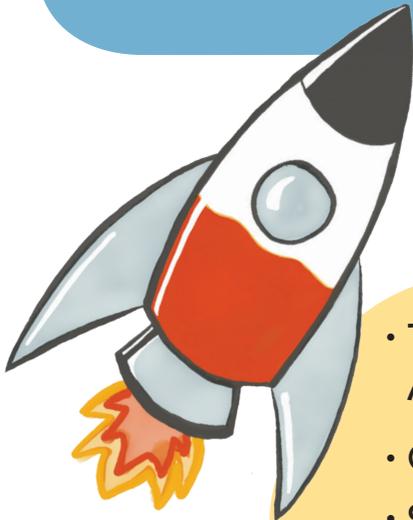


ISABELL OSANN • LENA MAYER • INGA WIELE

THE DESIGN THINKING QUICK START GUIDE

A 6-STEP PROCESS FOR GENERATING
AND IMPLEMENTING CREATIVE SOLUTIONS



- TEAM TOOLS AND ACTIVITIES
- CHECKLISTS
- SAMPLE WORKSHOP AGENDAS

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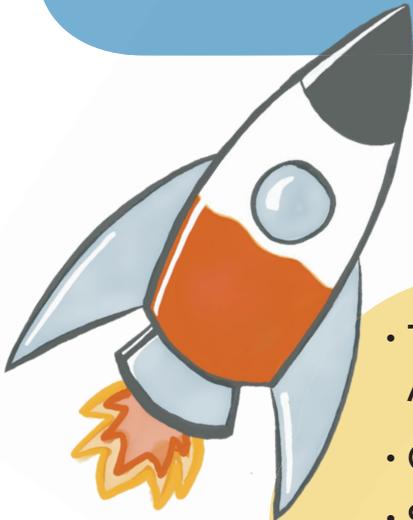
Osann . Mayer . Wiele

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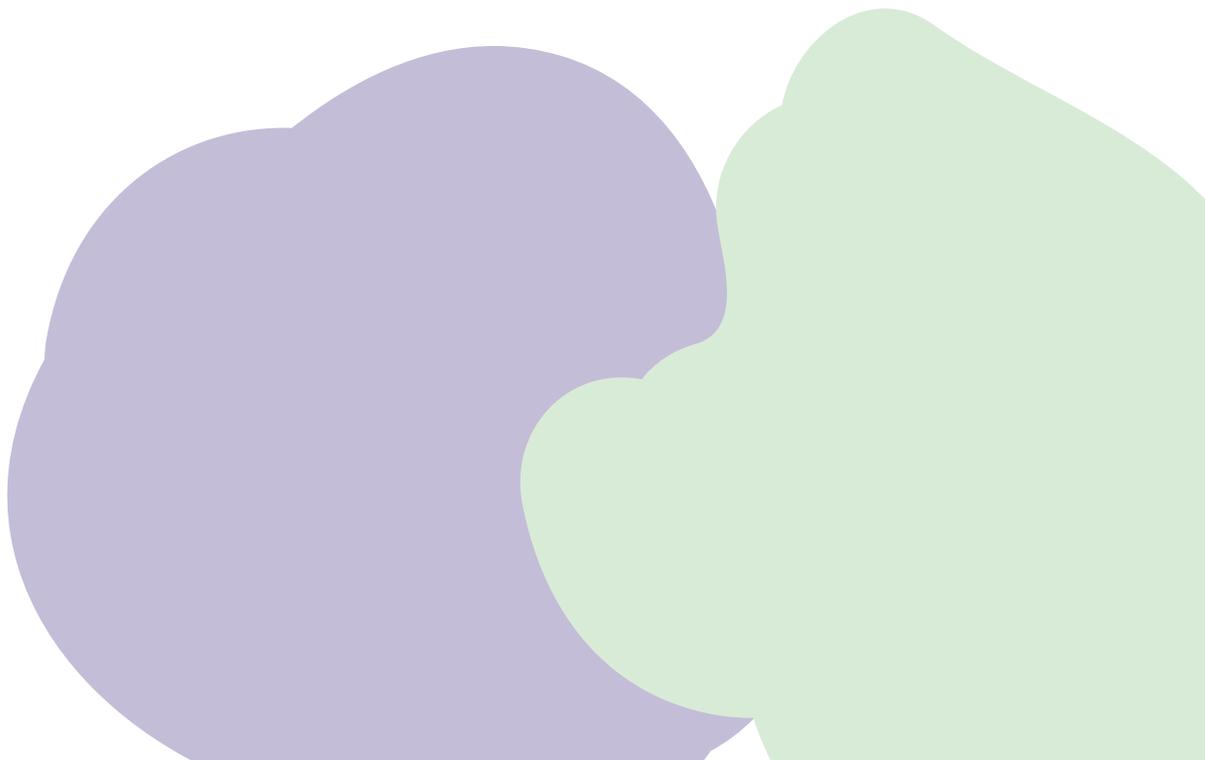
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WHAT TO EXPECT

This workbook will help you apply Design Thinking to your challenges and projects. It will help you generate ideas for new products, services or business models. It will also help you adopt solutions in manageably small increments. With checklists and descriptions for each phase of the Design Thinking process, you will be able to design a creative workshop for your colleagues and team members.

We are grateful for questions and feedback on our book and we look forward to hearing from you. May your Design Thinking workshops be creative and inspiring!



TOOL KIT
LEARNING JOURNAL
CHECKLIST
SAMPLE AGENDAS
WORKSHOP MATERIALS

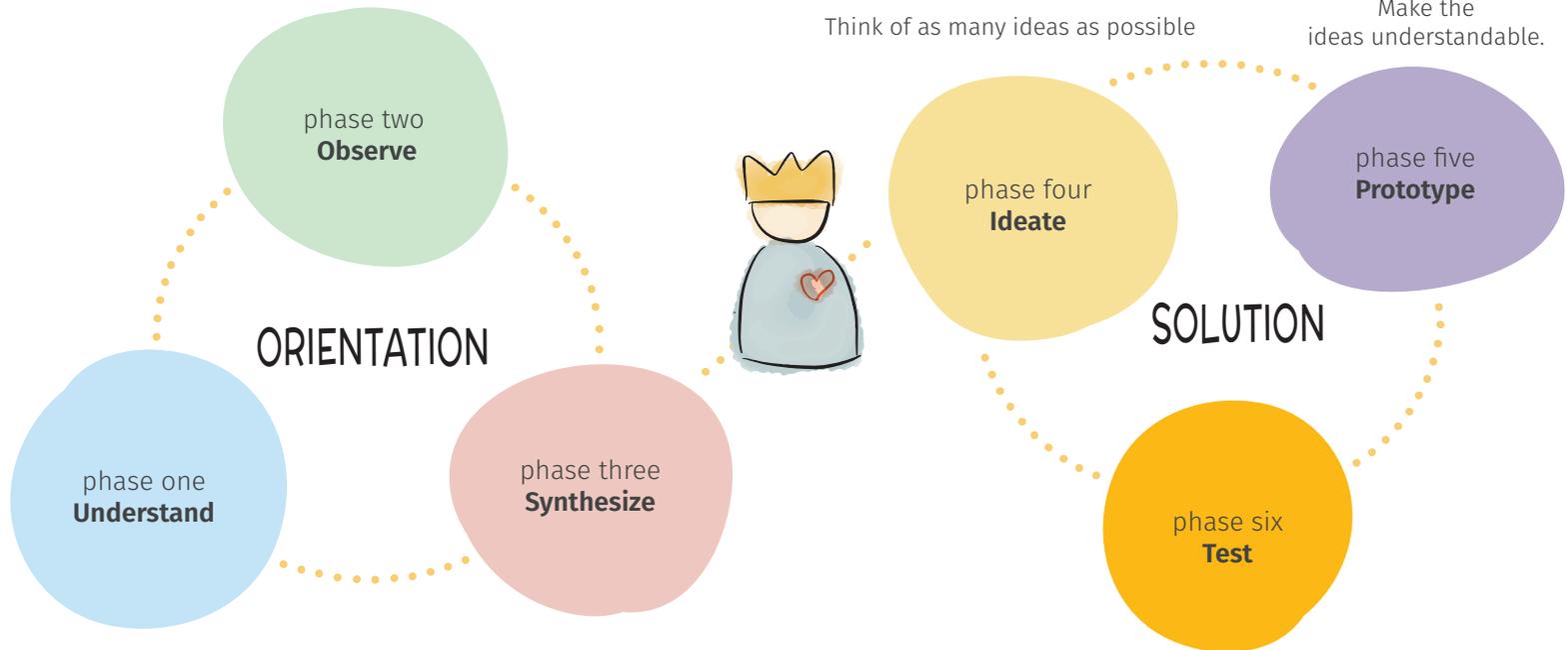
DESIGN THINKING IN SIX PHASES

Build empathy to understand the user or the customer.

View the world from different perspectives.

Think of as many ideas as possible

Make the ideas understandable.



Is there a common understanding of the problem? Does your team understand different perspectives of the issue at hand?

Which needs should be met?

Test with users or customers and deliver what is required.

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HOW DO I
USE THIS
BOOK?



HOW SHOULD I USE THIS BOOK?

A. What is the purpose of this book?

This book offers the hands-on information you need to use Design Thinking to develop innovative solutions in your work environment. It is also a guide for people who already have experience and would like to learn new methods and new ways of using Design Thinking in their work.



START FAST



KEEP
IT SIMPLE

We encourage you to try out different methods and tools from the book. For each of the six phases of Design Thinking, we have included an introduction followed by tools and activities. This structure will allow you to guide others through working with Design Thinking.

During this process, we would like to encourage you to reflect on what you have learned and experienced in the individual phases. On some pages, you will find space to write down your thoughts about what worked well, and what you would like to try to do differently the next time.