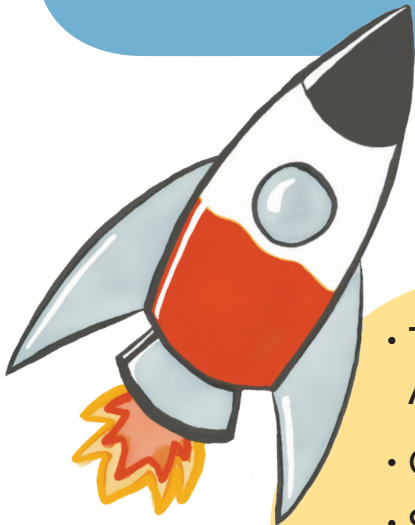


ISABELL OSANN • LENA MAYER • INGA WIELE

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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The Design Thinking Quick Start Guide

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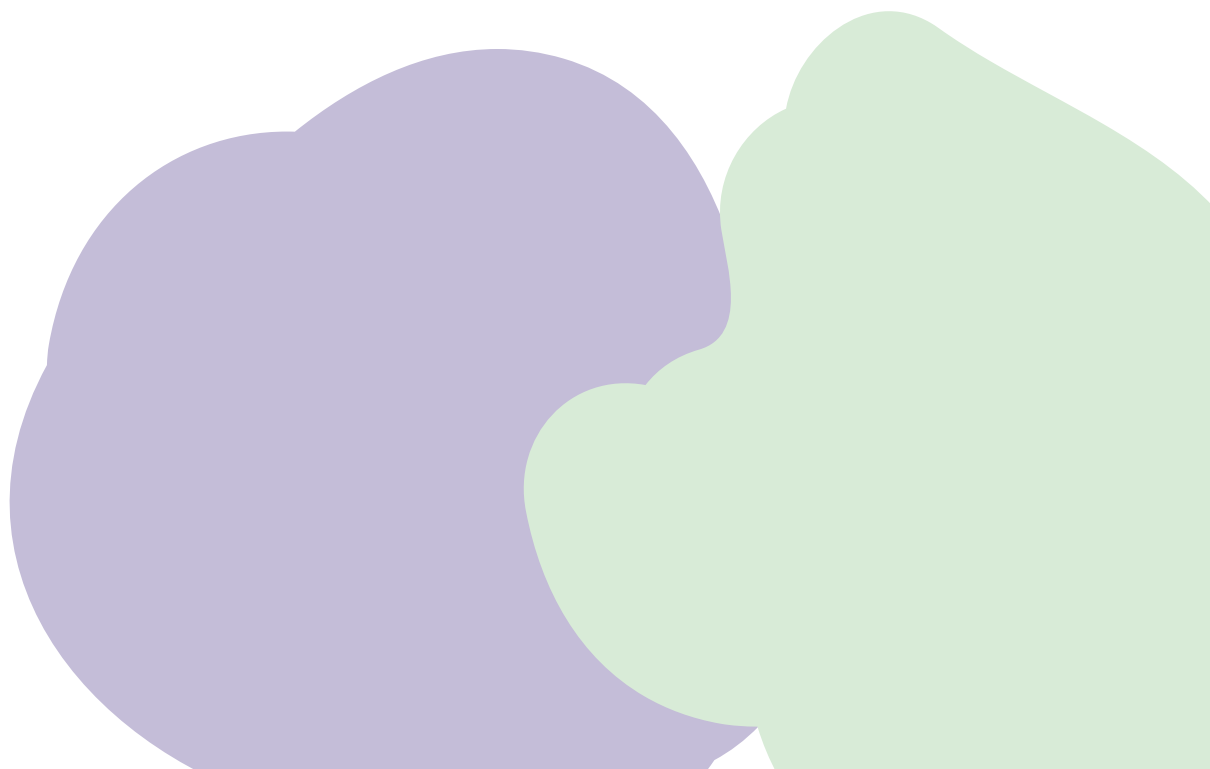
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WHAT TO EXPECT

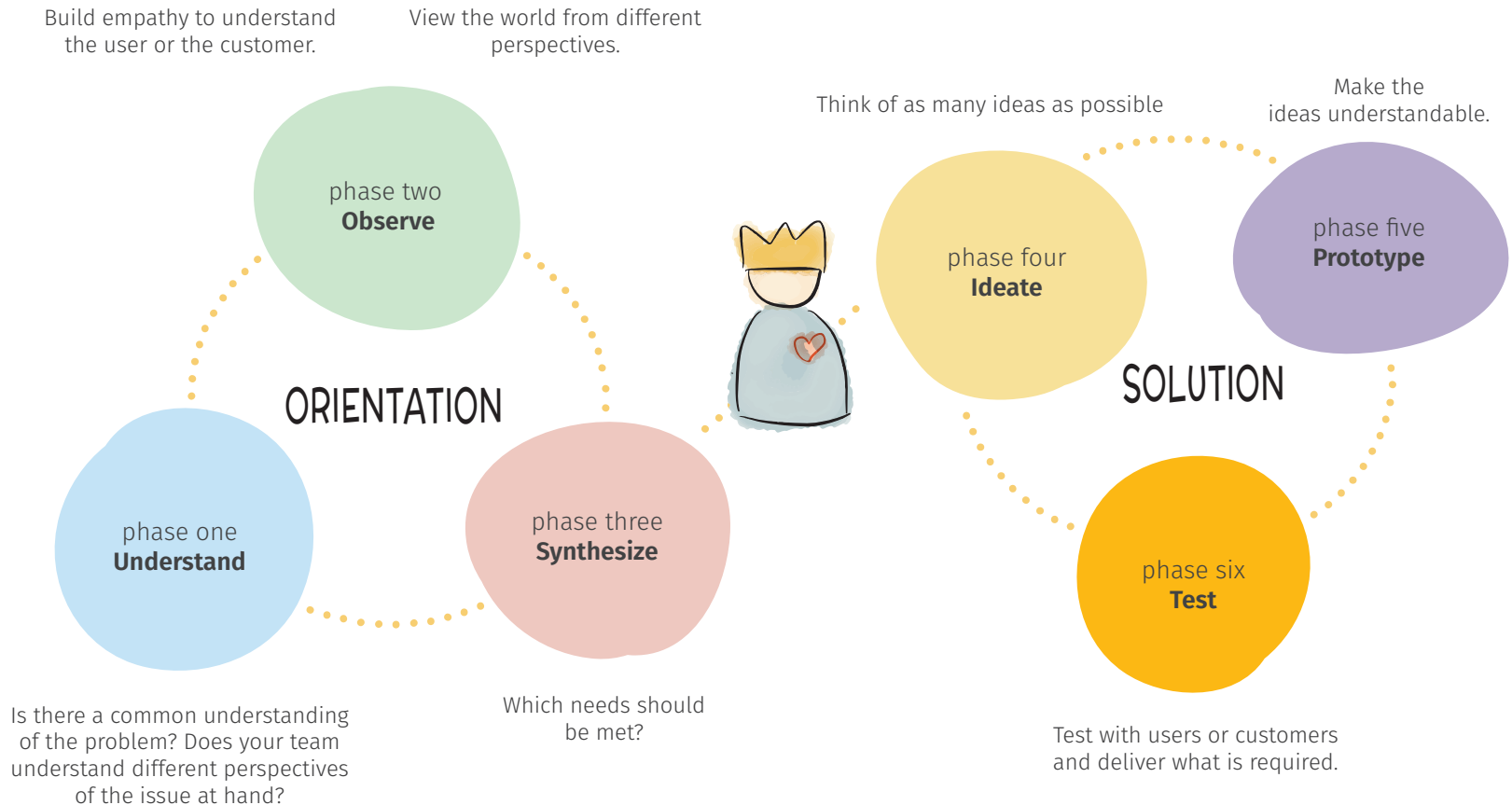
This workbook will help you apply Design Thinking to your challenges and projects. It will help you generate ideas for new products, services or business models. It will also help you adopt solutions in manageably small increments. With checklists and descriptions for each phase of the Design Thinking 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



CONTENTS

I	HOW DO I USE THIS BOOK?	11
II	WHAT'S ALL THIS ABOUT CREATIVITY?	17
III	WHAT IS A DESIGN CHALLENGE?	25
01	PHASE ONE – UNDERSTAND	31
02	PHASE TWO – OBSERVE	39
03	PHASE THREE – SYNTHESIZE	47
04	PHASE FOUR – IDEATE	63
05	PHASE FIVE – PROTOTYPE	75
06	PHASE SIX – TEST	85
IV	DOCUMENTATION – ITERATION	93
V	TEAM	103
VI	SAMPLE AGENDAS	115
VII	ABOUT THE AUTHORS	119
VIII	REFERENCES	123

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.