

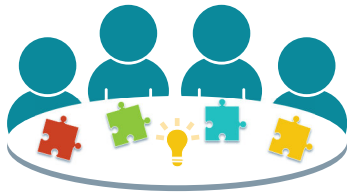
# DESIGN THINKING

## DEFINE CHALLENGE



Begin by examining the parameters of the challenge itself, such as:  
What? When? Where? With Whom?  
For Whom? With What? Why?

## BRAINSTORM



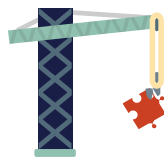
Next, select and use the best method of brainstorming to generate a variety of ideas and possibilities. Select the best to try.

## PLAN / DESIGN



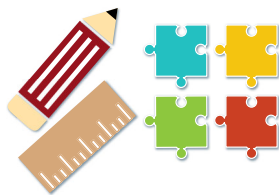
Then, sketch, draw, conceptualize or draft ideas to determine viability and to prepare to create.

## CREATE / DEVELOP



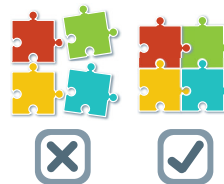
Now, as rapidly and as cheaply as possible, build, create, prototype and try out the best ideas.

## IMPROVE OR REDESIGN



Modify, refine, redo and rebuild as needed.

## TRY, TEST & EVALUATE



Evaluate to determine if challenge parameters are met.

## SHARE BEST SOLUTION



Share best solution in an engaging way with your target audience.