

DESIGN THINKING

F R O M

**MAKING
PEOPLE
WANT
THINGS**

T O

**MAKING
THINGS
PEOPLE
WANT**

**DESIGN THINKING IS A
USER-CENTERED
APPROACH
TO PROBLEM SOLVING**

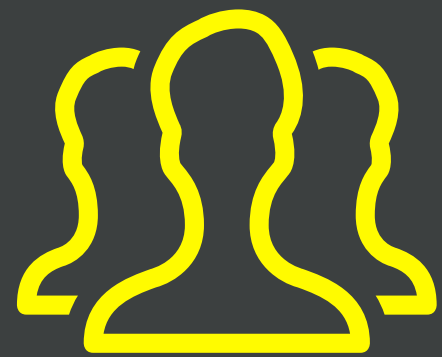
HOW

**DESIGN THINKING IS LESS
ABOUT THINKING AND MORE
ABOUT DOING**

KEY ELEMENTS

01

PEOPLE
CENTERED



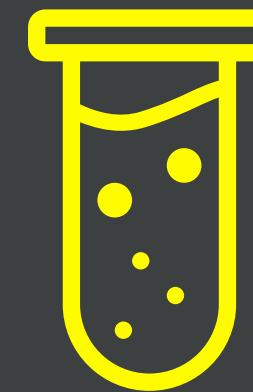
02

HIGHLY
CREATIVE



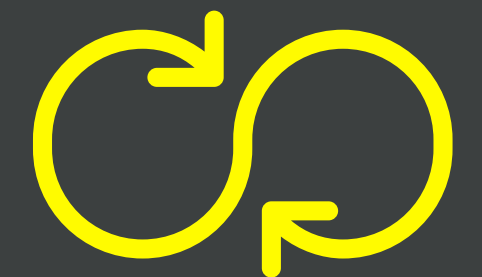
03

HANDS ON

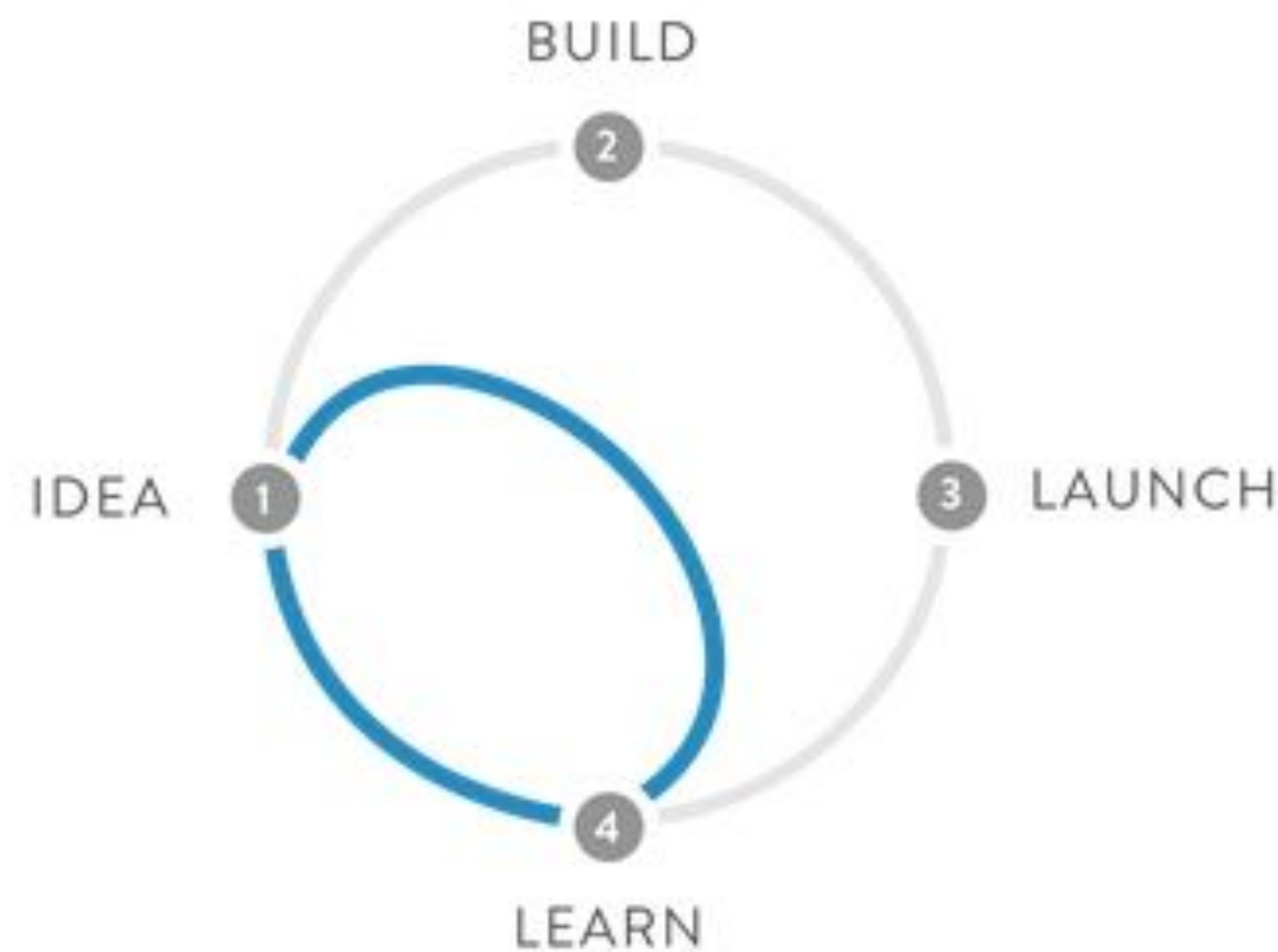


04

ITERATIVE

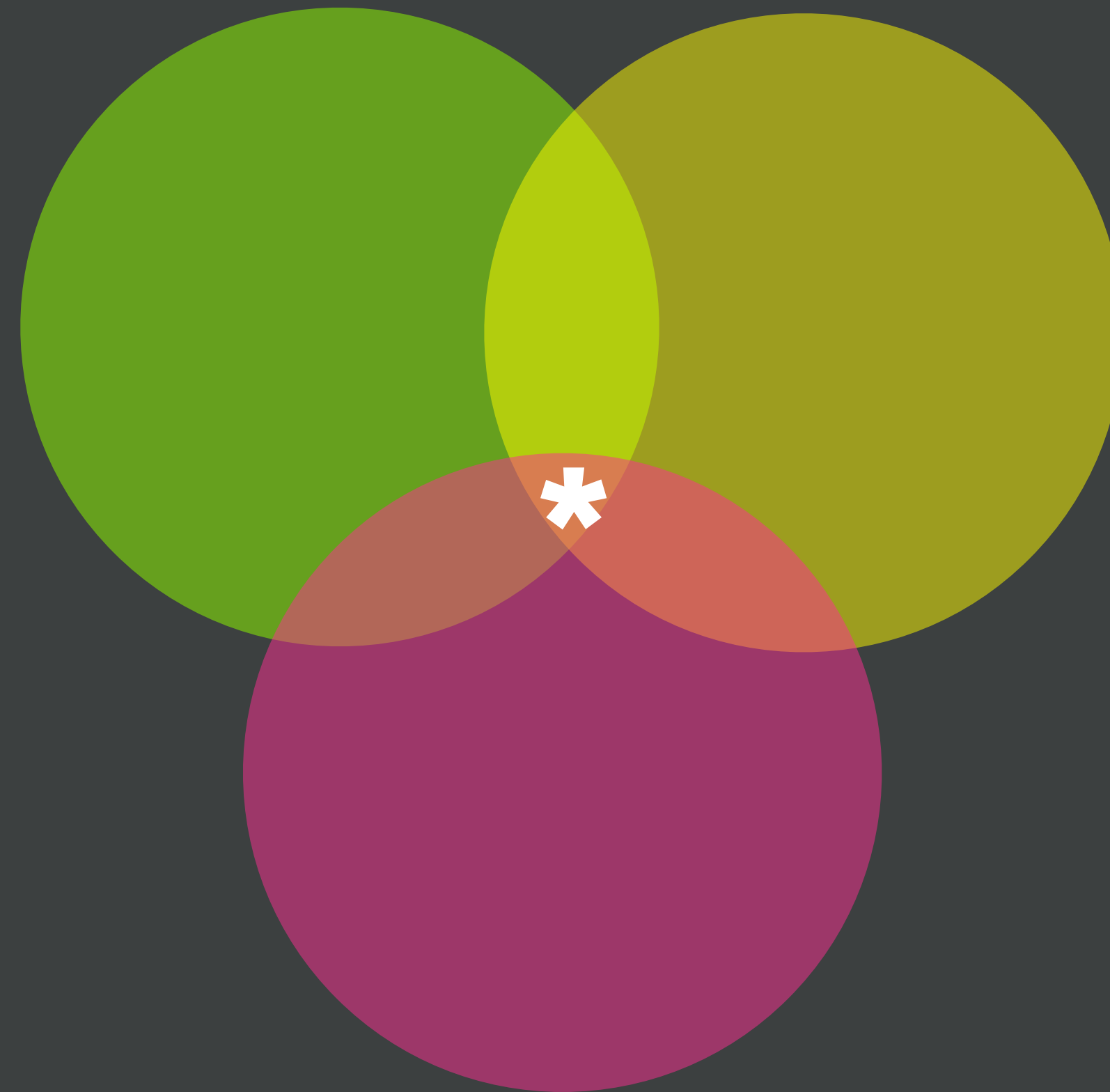


GOOGLE VENTURE DESIGN SPRINT



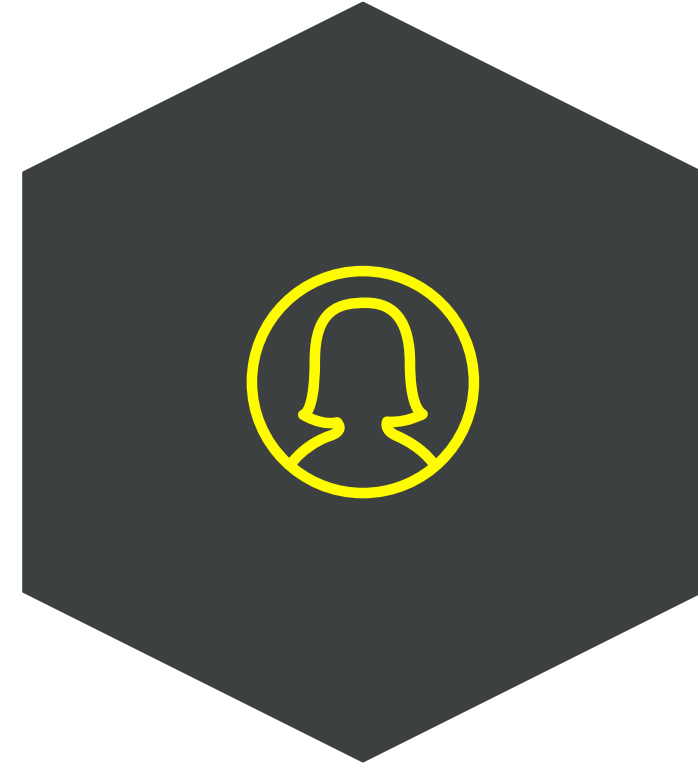
INNOVATION*

**PEOPLE
(DESIDERABILITY)**



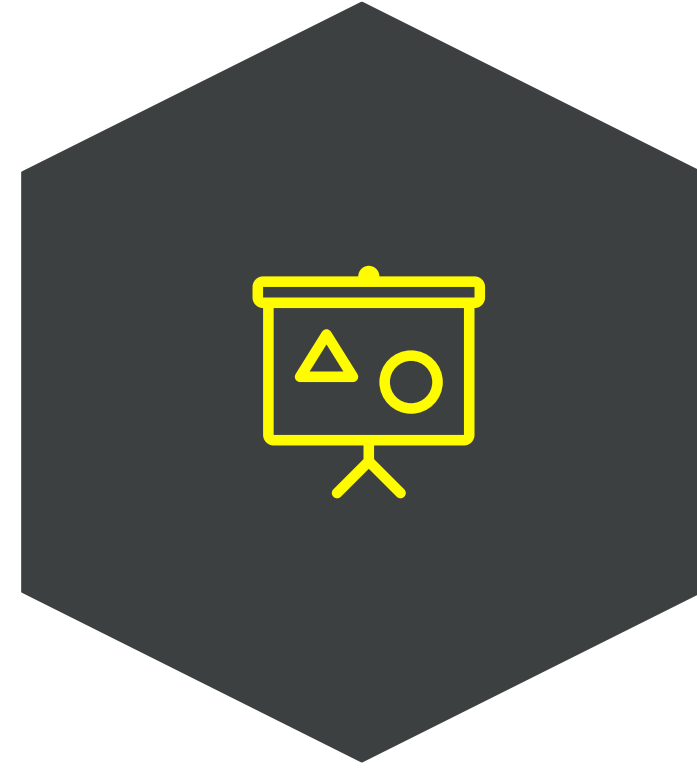
**BUSINESS
(SUSTAINABILITY)**

**TECHNOLOGY
(FEASIBILITY)**



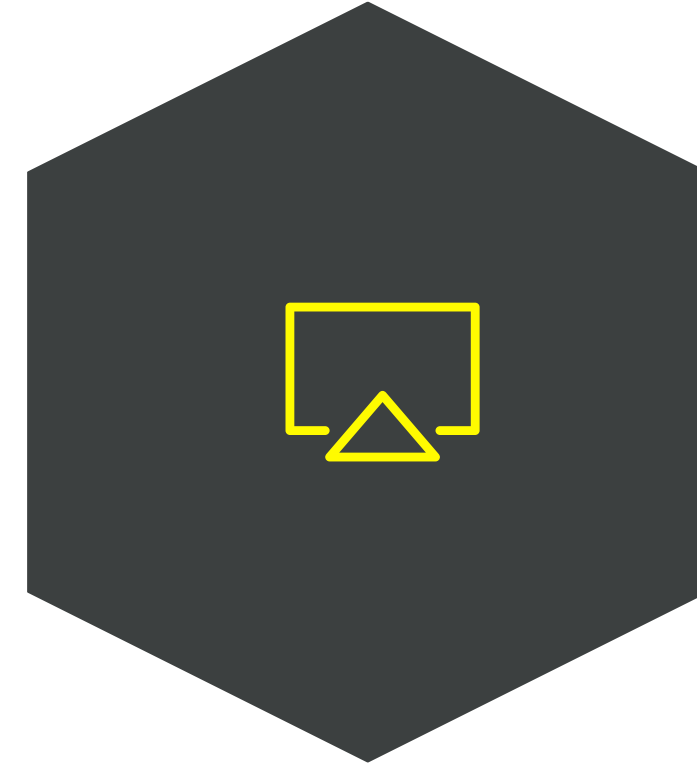
UNDERSTAND

Who are your users, their needs, pains and expectations, the context



VALIDATE

Envision, develop a lot of solutions and ideate



DECIDE

Choose the best idea and storyboard it



PROTOTYPE

Build something quick and dirty to show to users by focusing on usability



VALIDATE

Show the prototype to real users outside the organisation

THE 5 STEPS

**"DESIGN IS NOT JUST
WHAT IT LOOKS LIKE
AND FEELS LIKE.
DESIGN IS HOW IT
WORKS"**

Steve Jobs