An Introduction to Design Thinking PROCESS GUIDE
Hasso Plattner Institute of Design at Stanford University

1. **Empathize Mode**: Understand your clients’ needs and the context of your design challenge.
   - **Transition: Empathize >> Define >> Unpack**: Move from empathy work to drawing conclusions from that work. You need to process all the things you heard and saw in order to understand the big picture.

2. **Define Mode**: This is the most important step in the process. Accurately **define the RIGHT problem** and the **constraints**. Constraints are the rules or limitations through which design is conceived and created. Then, craft a meaningful and actionable problem statement or “point-of-view.” The POV explicitly expresses the problem you are striving to address.
   - **Transition: Define >> Ideate**: Develop brainstorming topics from your problem statement.

3. **Ideate Mode**: Concentrate on idea generation. “Go wide” and brainstorm ideas. Transition from identifying problems to creating solutions for your users.
   - **Transition: Ideate >> Prototype**: Preserve innovation potential by carrying multiple ideas forward—a radically different approach than settling on the single idea.

4. **Prototype Mode**: The iterative generation of artifacts intended to answer questions that get you closer to your final solution. A prototype can be anything that a user can interact with—something a user can experience.
   - **Transition: Prototype >> Test**: Prototyping and testing are sometimes entirely intertwined. Think carefully about how to test in a way that will result in the most honest feedback.

5. **Test Mode**: Solicit feedback about the prototype you have created from your user.
   - Refine prototypes and solutions.
   - Learn more about your user.
   - Refine your POV.

Segments of text for this handout were selected from the following source: *An Introduction to Design Thinking Process Guide*, Hasso Plattner Institute of Design at Stanford University, https://dschool-old.stanford.edu/sandbox/groups/designresources/wiki/36873/attachments/7483d/ModeGuideBOOTCAMP2010L.pdf.