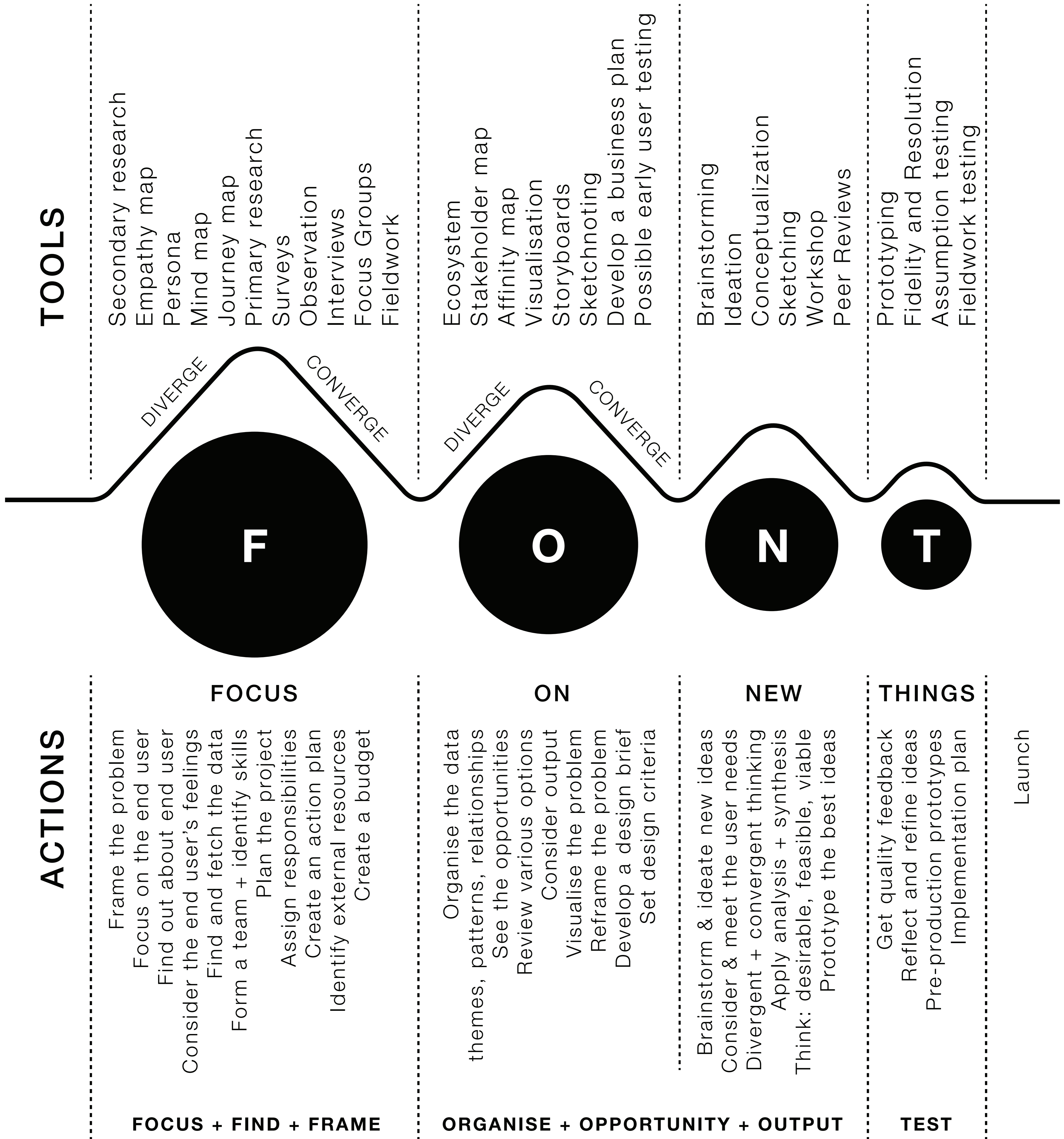


FOCUSED OPEN THINKING ALLOWS YOU TO CRITICALLY AND CREATIVELY FOCUS ON NEW THINGS



ACTIONS

Frame the problem
Focus on the end user
Find out about end user
Consider the end user's feelings
Find and fetch the data
Form a team + identify skills
Plan the project
Assign responsibilities
Create an action plan
Identify external resources
Create a budget

FOCUS + FIND + FRAME

Organise the data
themes, patterns, relationships
See the opportunities
Review various options
Consider output
Visualise the problem
Reframe the problem
Develop a design brief
Set design criteria

ORGANISE + OPPORTUNITY + OUTPUT

Brainstorm & ideate new ideas
Consider & meet the user needs
Divergent + convergent thinking
Apply analysis + synthesis
Think: desirable, feasible, viable
Prototype the best ideas

Get quality feedback
Reflect and refine ideas
Pre-production prototypes
Implementation plan

TEST

Launch

TOOLS

Secondary research
Empathy map
Persona
Mind map
Journey map
Primary research
Surveys
Observation
Interviews
Focus Groups
Fieldwork

Ecosystem
Stakeholder map
Affinity map
Visualisation
Storyboards
Sketchnoting
Develop a business plan
Possible early user testing

Brainstorming
Ideation
Conceptualization
Sketching
Workshop
Peer Reviews

Prototyping
Fidelity and Resolution
Assumption testing
Fieldwork testing