DESIGN THINKING 101

**EMPATHIZE**
Conduct research to develop an understanding of your users.

**DEFINE**
Combine all your research and observe where your users' problems exist.

**IDEATE**
Generate a range of crazy, creative ideas.

**PROTOTYPE**
Build real, tactile representations for a range of your ideas.

**TEST**
Return to your users for feedback.

**IMPLEMENT**
Put the vision into effect.