

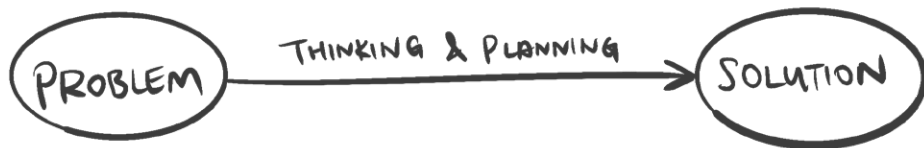
What is

DESIGN THINKING

An introduction to solving problems creatively

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traditional problem solving

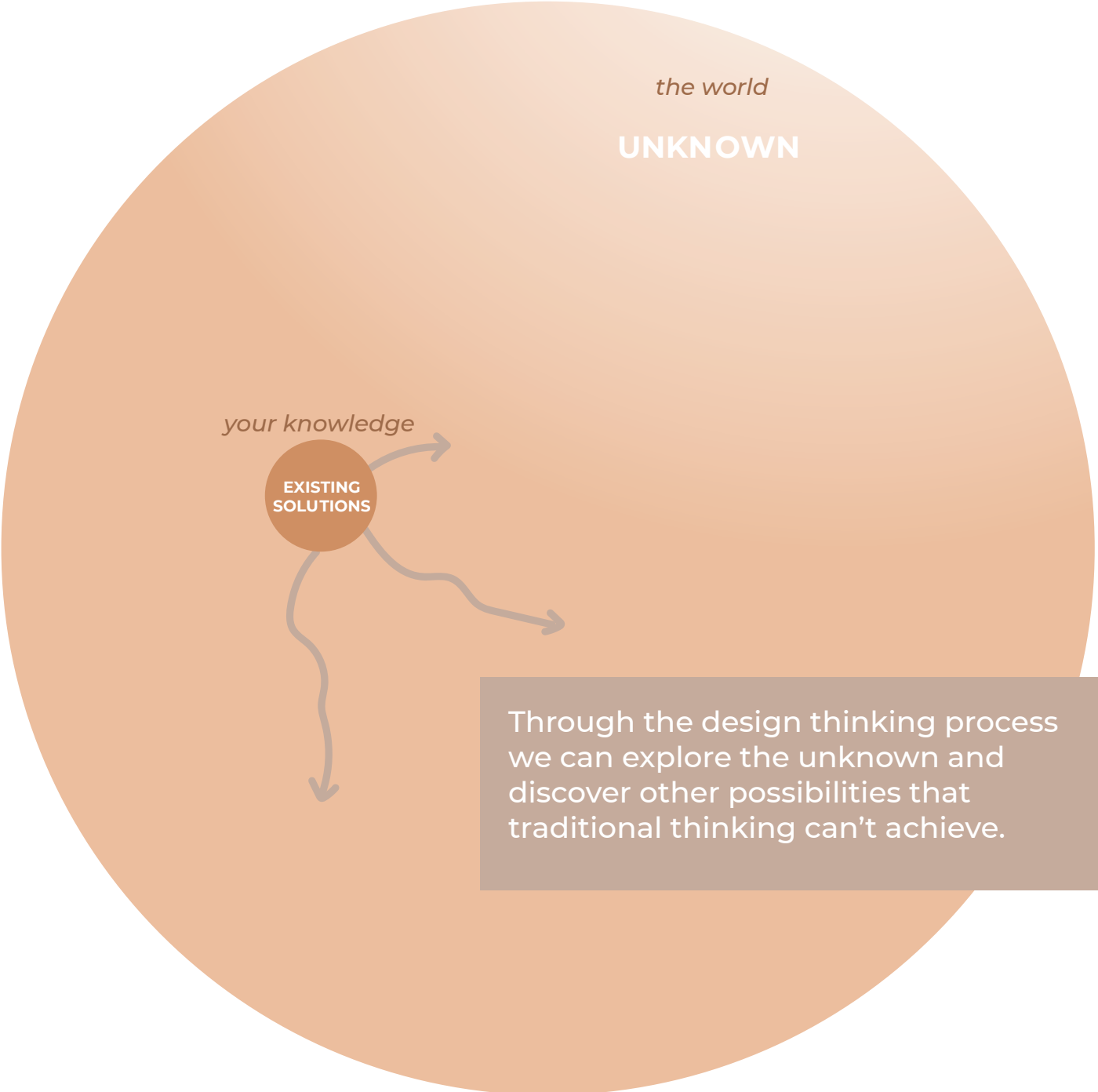


design thinking process



so why design thinking?

Why do we want a process that brings multiple answers? Why follow a trial-and-error approach instead of a linear problem solving approach?



good design solutions are user-centered

learn to solve problems with empathy.

Design Thinkers focus on the human. We stay grounded in what we've learned from people so we can arrive at new solutions that the world needs.



From beginning to the end of the process, we listen and learn from the users, or even design with them.

what you need

BE
OPEN-MINDED

NOT AFRAID
TO FAIL

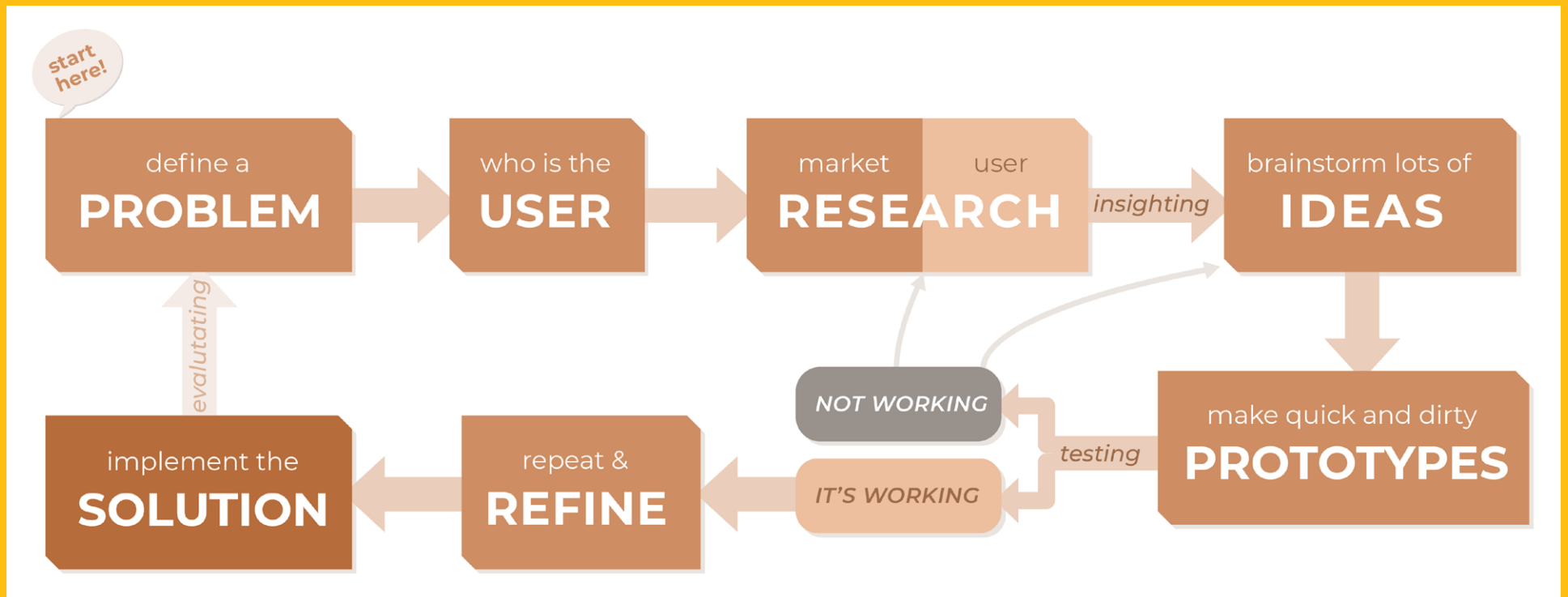
CHILD
MINDSET

BE CURIOUS

LET GO OF
COMPARISON

the process

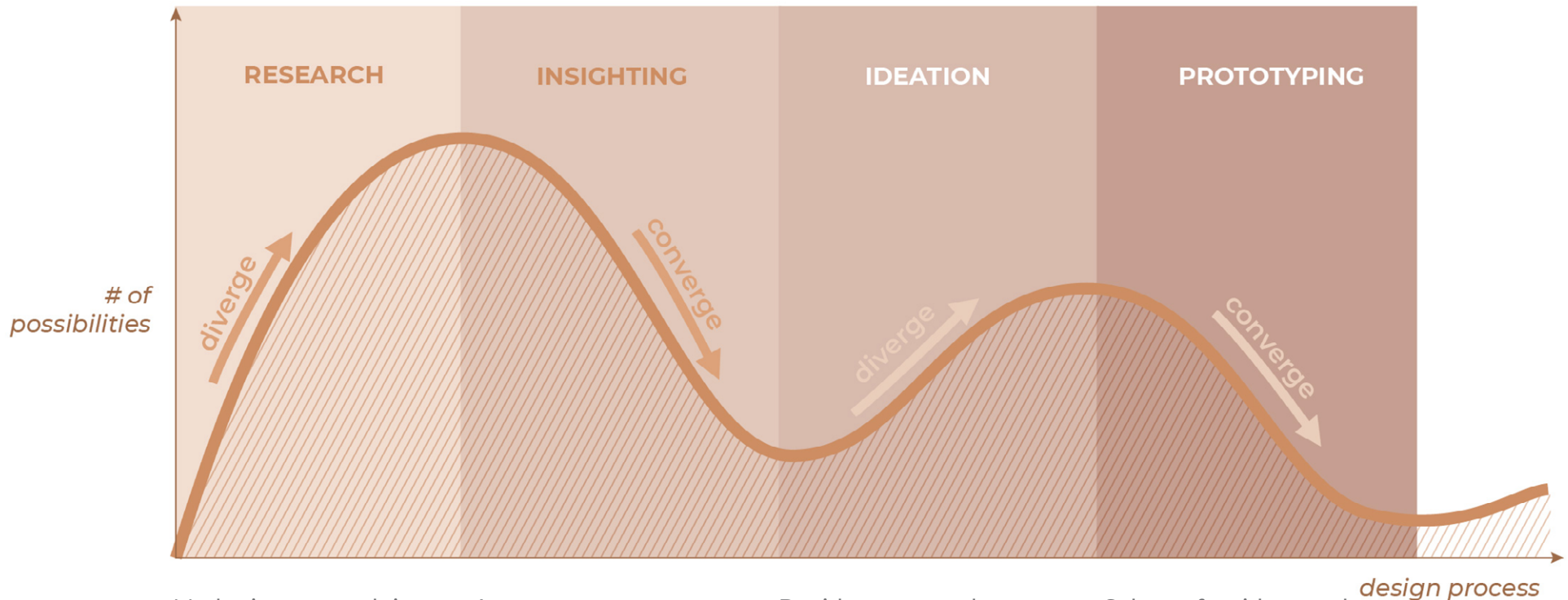
It's a non-linear process that requires a lot of research and experimentation. It helps you see beyond what you've seen.



Each step of the process will be explained in more details in a different PDF, which you can download [here](#).

you might feel chaotic in the process...

It can feel like exploring an unknown area without a map. The data from your research serves as a clue that can lead you to a successful solution. You will find many paths (solutions) and it is easy to get lost. You have to find the path that might lead to a good idea.



Marketing research is an example of a research method that can help you learn about existing solutions, and borrow the wisdom from other industries.

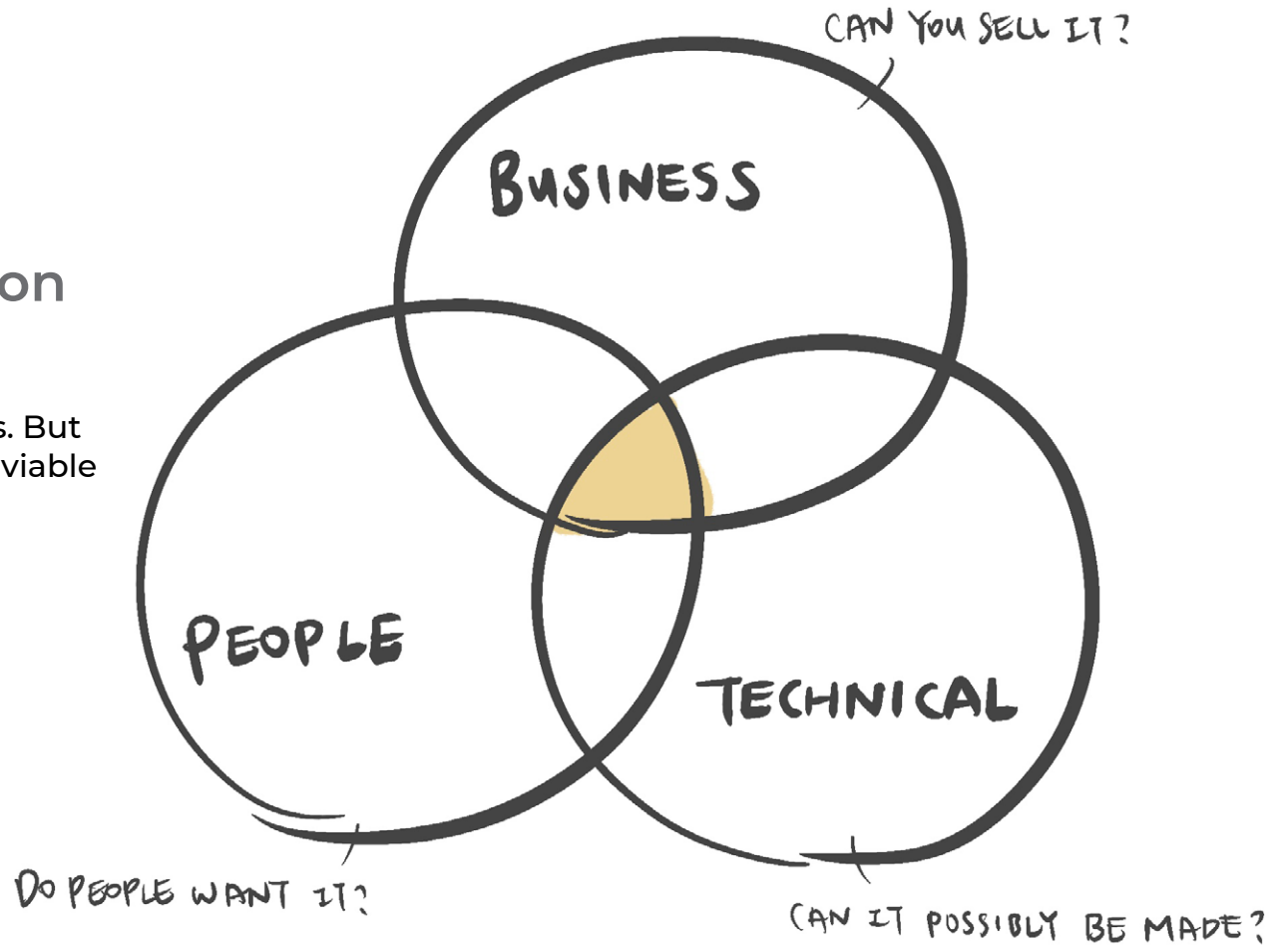
As you start to connect the dots you'll see patterns and will be able to find the opportunities that will help you improve the user experience.

Decide on a couple of directions to go, brainstorm as many atypical ideas as possible! Go crazy! Sketch!

Select a few ideas and do quick and dirty prototypes. Test the idea and see if it works.

the well-balanced solution we're looking for...

We start from uncovering people's needs. But the ideal solution needs to be financially viable and technically feasible to implement.



you can apply design thinking in...

PRODUCT INNOVATION

[case study](#)

how do we design a wader that fits the users' needs?

[download PDF step-by-step guide](#)

ORGANIZATIONAL PROBLEMS

example:

How do we develop the innovation culture and increase the collaboration in the company?

BRANDING & MARKETING

example:

How do you position your brand and sell the products in a country that has totally different culture?

SOCIAL PROBLEMS

[case study](#)

How do we provide education to youth in developing countries while schools are shut down during pandemic?

ENVIRONMENT

[case study](#)

How do we design waste out of the food system?

YOUR LIFE

example:

How can you transform your tiny place to an effective work place and relaxing environment at the same time?

Have a project in mind but don't know how to start?

Contact us:

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About the author

Cerra Teng is a design strategist that helps companies to increase their audience by integrating marketing, branding, storytelling and design. She has worked with numerous startups and mid-size outdoor companies.

She's currently the Design Thinking instructor at Oregon State University and Design Coach at INSEAD EMBA program.

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