Design thinking is not just a buzzword. When applied to the right type of problems, design thinking can be an effective and practical method to create human-centered solutions. Don’t stop at theory; shift to a design thinking mindset and apply it to your work.

5 Stages of Design Thinking

1. EMPATHIZE
   - Learn about the audience

2. DEFINE
   - Define problem statements

3. IDEATE
   - Brainstorm & create solutions

4. PROTOTYPE
   - Build representations of one or more ideas

5. TEST
   - Test ideas and gain user feedback

It’s not linear. Seriously.

Design thinking practices are easily applicable, transferable, and transferable. They are efficient and practical. The framework encourages curious and empathetic understanding while identifying and prioritizing uncovered opportunities.

Design thinking does not solve all problems, but it does help with the big ones.

What is the VALUE of design thinking?

- Puts people first
- Is easy to adopt
- Drives innovation and creative problem-solving
- Reframes business problems
- Transforms designers from “order takers” to business partners
- Inspires new, self-directed learning experiences
- Critical in developing new digital tools
- Skills must be upgraded to incorporate understanding of digital design, mobile application design, behavioral economics, machine learning, and user-experience design
- Data analysis and design thinking can be linked to directly discover and recommend better solutions

How is design thinking different from human-centered design?

- Focus on the user experience
- Put the user at the center
- Emphasize empathy and understanding

Where to start?

Design thinking takes practice. It can be applied in a variety of areas and by a variety of job functions. Here are 6 areas to apply design thinking in L&D:

Organizational Design
- Incorporate design thinking when restructuring roles or the organization itself

Engagement
- Use design thinking to design high-impact experiences, employee well-being, and meaningful work

Leadership
- Lead with an empathetic mindset and make tough decisions based on design thinking principles

HR
- Shape new, self-directed learning experiences that focus on the user and user feedback

Analytics
- Use data analysis to design and optimize new approaches to human-centered design

Digital Solutions
- Design thinking is critical in developing new digital tools

HUMAN-CENTERED DESIGN

Start using the design thinking process to solve complex business issues and reimagine learning. Visit gpstrategies.com/design-thinking-process/ to become inspired and transform your organization.

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