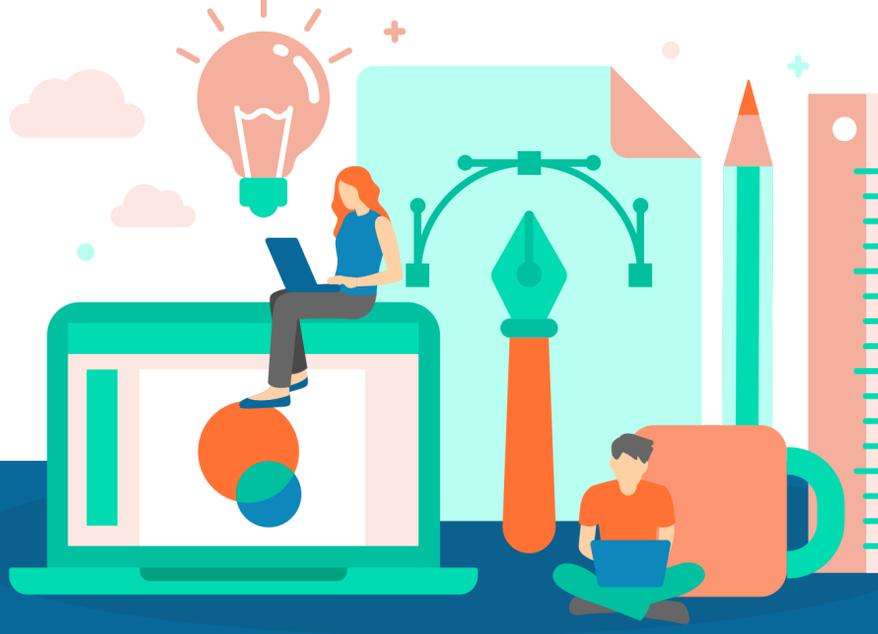


DESIGN THINKING

ENGAGE YOUR CUSTOMERS

So what does design thinking look like in theory?



DIVERGE & CONVERGE

A key aspect of design thinking is the premise of divergent and convergent thinking. This forces us to diverge, think of lots of ideas that help us broaden our thinking and innovate, before we converge on a smaller set of more discrete ideas.

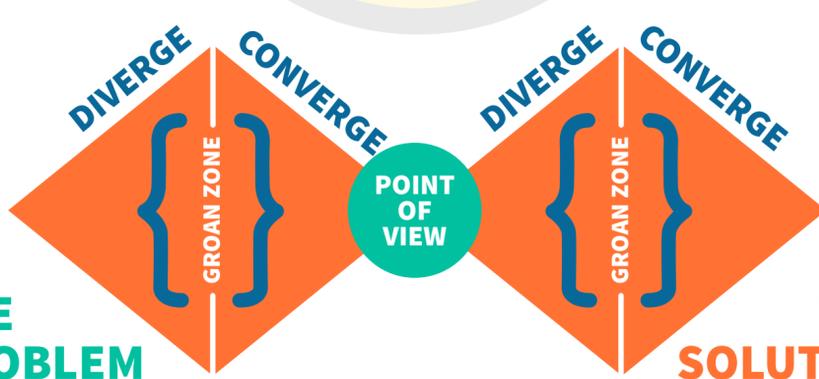
DIVERGE

Take time to identify, discuss and explore as many options and user perspectives in context of the problem space as possible — even the crazy ones.

CONVERGE

Start to refine the divergent ideas, consolidate them into logical themes/topics. Prioritise these into discrete ideas to progress with.

We're encouraged to diverge and converge in two distinct phases in the problem space and the solution space. This creates a double diamond. The left side of a diamond diverges, whilst the right side converges. At the centre of each diamond is the "groan zone" as you transfer from diverge to converge. Between each diamond is a decision point, where you define your point of view.



THE PROBLEM SPACE

THE SOLUTION SPACE

Really & deeply understand the problems your customers and users have, looking for as many opportunities as possible that are valuable and desirable.



Looking for as many innovative solutions to satisfy the needs and problems of your users before focusing on the most feasible and viable solutions that are still valuable and desirable.

EMPATHISING

- ◆ Empathising is the process of understanding and observing the human needs of your existing or future customers and users.
- ◆ Understand who your users are, what they feel, what they believe and need in their context. What is the problem these users need to have fixed.



GOAL

Generate insight into what your users need by observing and recording them and converge on a given problem to solve.

DEFINING

- ◆ Defining a point of view is the process of analyzing the information you know about your users and their most important problems. This is where you'll start to focus.
- ◆ Using everything you've learnt from researching and observing your users in the Empathising stage, you'll work with your team to form an opinion about their greatest needs.



GOAL

Decide which problem you want to prioritise and who will benefit.

IDEATING

- ◆ Create many ideas, diverging through brainstorming and challenging any assumptions identified during empathising and defining, to find alternative solutions to the problem.
- ◆ Then, converge on innovative solutions that have potential to solve the problems your customer has that are potentially loveable, feasible, viable and valuable.



GOAL

A prioritised list of hypotheses to test and learn what will drive your users wild.

PROTOTYPING

- ◆ Create solutions as discrete experiments that you'll later test with your users.
- ◆ Design a series of scaled down features or products/services that test your hypotheses and will enable you to investigate if the solution meets your users problem



GOAL

Create cheap experimental versions of your product or service to gather evidence that your offering works.

TESTING

- ◆ Gather feedback from your users by testing your solution experiments with them. The feedback and results from your experiments will create a body of evidence that builds your confidence and validates your offering.
- ◆ And if it doesn't, that's no bad thing either — it's all helping you learn what your customers will truly love about your product or service. Use this data to run further experiments, pivot, kill the idea or continue to create your wonderful new product or service.



GOAL

Gather evidence to validate whether your ideas work and solve your user's problem.

Get in touch and let us know how we can help.

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