Design Thinking is an innovative approach to solve complex problems. It turns out to be more than a set of methods; it's rather a mindset.

Understand your target
- Put yourself in the same situation of the target – not just mentally but actually physically.
- Analogies Research: Ask questions about analogous fields which have related concepts, processes, tools or needs.

1. Empathize
- Camera study: Give people cameras and the task to take photos of the moments which are significant to them in certain scenarios. Ask them to explain the photos to you to understand the significance.
- Personas: Clearly define the target group by creating an exemplary character. Create a POV (Point of View) like "The User needs a way to [need] because [insight]."
- Focus: Solve one problem for one group of users only.

2. Define
- Empathy map: The gathered information and insights will be categorized and split into 4 fields: Say, Think, Do and Feel (of the interviewee).
- "How would [...] do it?" Answer the question for different real/fictive personalities (Steve Jobs, Superman, etc.).

3. Ideate
- Post-it Plus App: Ask the target about the idea using the prototype.
- Generate radical & innovative design alternatives.

4. Prototype
- Testing Cards: Write down hypothesis, questions and fail conditions for the prototype. Include information about the interviewed person.
- Software: SAP Icon Set, InVision, proto.io, Storyboard generator.

5. Test
- A/B Testing: Create two designs/versions and let different people test one (‘A’) or the other (‘B’). This way it is possible to determine the better version.
- Observe: Without explanation.

Methodology:
- Tip 1: Empathize
- Tip 2: Define
- Tip 3: Ideate
- Tip 4: Prototype
- Tip 5: Test

Method:
- Intro
- Iterations
- A/B Testing
-fake purchase order catalogue

Tools:
- SAP Icon Set, InVision, proto.io, Storyboard generator
- Wood, Paper, Lego, Laser Cutting, 3D printing

For more information and templates, please visit www.motius.de.