**DESIGN THINKING VOCABULARY SHEET**

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| **Define Mode** | The define mode of the design process is all about bringing clarity and focus to the design space. It is your chance, and responsibility, as a design thinker to define the challenge you are taking on, based on what you have learned about your user and about the context. After becoming an instant-expert on the subject and gaining invaluable empathy for the person you are designing for, this stage is about making sense of the widespread information you have gathered. The goal of the Define Mode is to craft a meaningful and actionable problem statement – this is what we call a point-of-view. |
| **Design Thinking** | Design thinking is a methodology for creative problem solving. |
| **Empathize Mode** | Empathy is the centerpiece of a human-centered design process. The Empathize Mode is the work you do to understand people, within the context of your design challenge. It is your effort to understand the way they do things and why, their physical and emotional needs, howthey think about world, and what is meaningful to them. As a design thinker, the problems you are trying to solve are rarely your own—they are those of a particular group of people; in order to design for them, you must gain empathy for who they are and what is important to them. |
| **Ideate Mode** | Ideate is the mode of the design process in which you concentrate on idea generation. Mentally it represents a process of “going wide” in terms of concepts and outcomes.Ideation provides both the fuel and also the source material for building prototypes and getting innovative solutions into the hands of your users. You ideate in order to transition from identifying problems to creating solutions for your users. Ideation is your chance to combine the understanding you have of the problem space and people you are designing for with your imagination to generate solution concepts. |
| **Iteration** | Iteration is using feedback to repeatedly improve upon a design. |
| **Prototype Mode** | The Prototype Mode is the iterative generation of artifacts intended to answer questions that get you closer to your final solution. You should create low-resolution prototypes that are quick and cheap to make (think minutes and cents) but can elicit useful feedback from users. A prototype can be anything that a user can interact with – be it a wall of post-it notes, a gadget you put together, a role-playing activity, or even a storyboard. |
| **Radical** | Extreme or very different |
| **Test Mode** | The Test mode is when you solicit feedback, about the prototypes you have created, from your users and have another opportunity to gain empathy for the people you are designing for. Testing is another opportunity to understand your user, but unlike your initial empathy mode, you have now likely done more framing of the problem and created prototypes to test. Both these things tend to focus the interaction with users, but don’t reduce your “testing” work to asking whether or not people like your solution. Instead, continue to ask “Why?”, and focus on what you can learn about the person and the problem as well as your potential solutions. |

*Source: most definitions adapted from An Introduction to Design Thinking Process Guide, Institute of Design at Stanford.*