

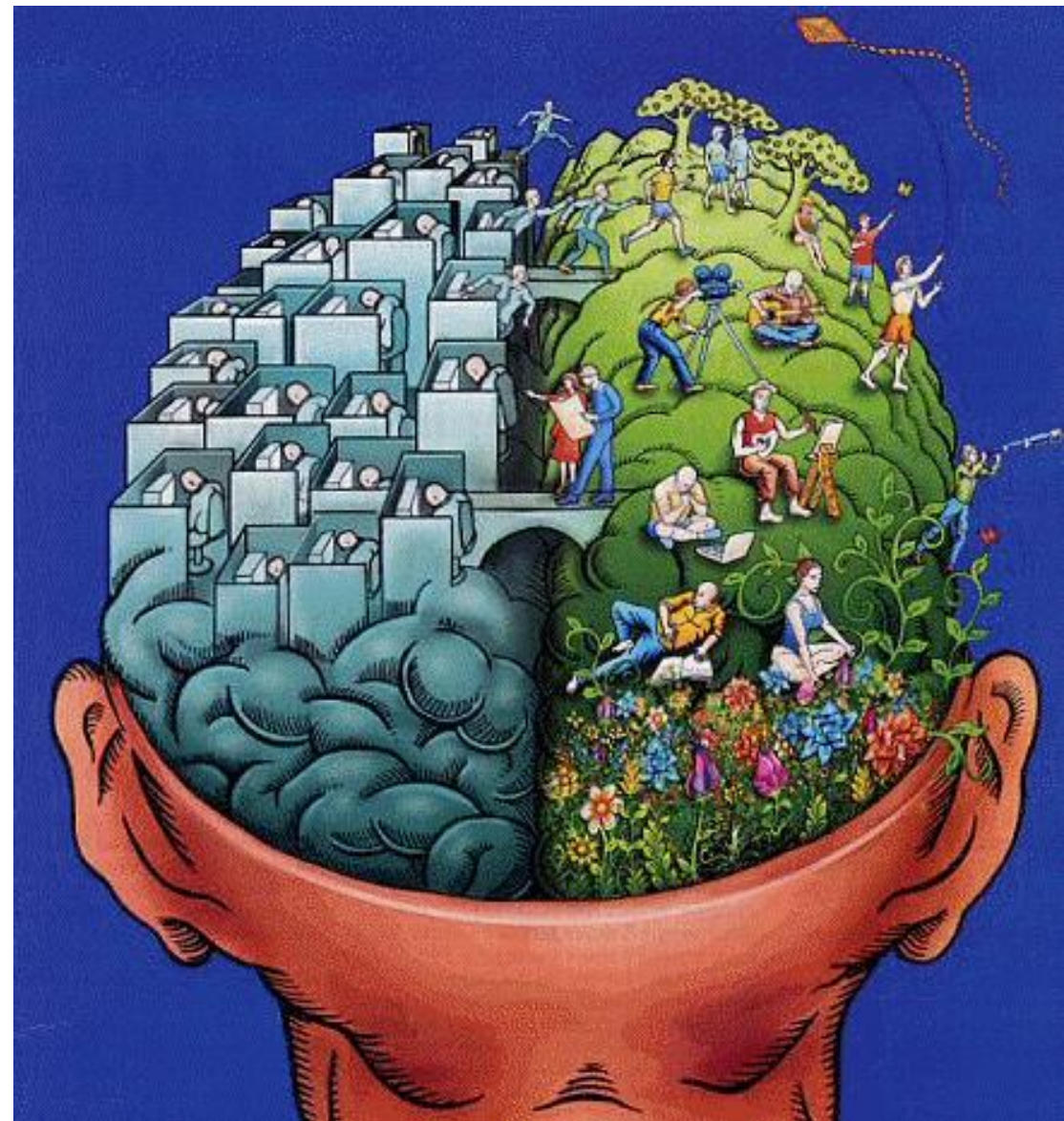
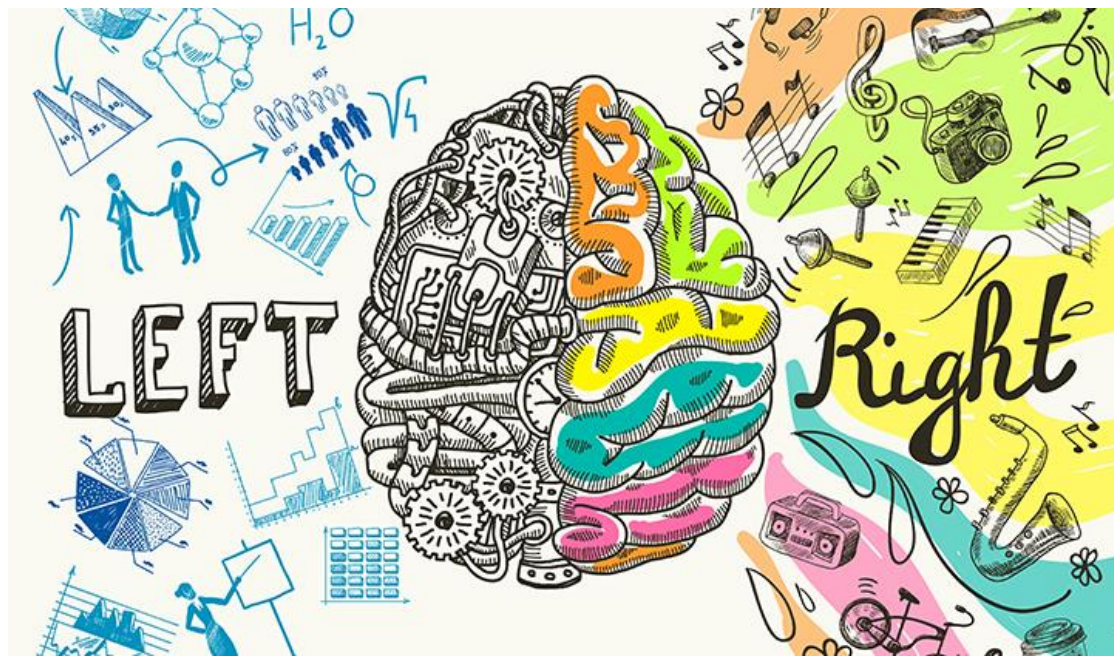


# YE “Coroppportunity” Design-thinking method

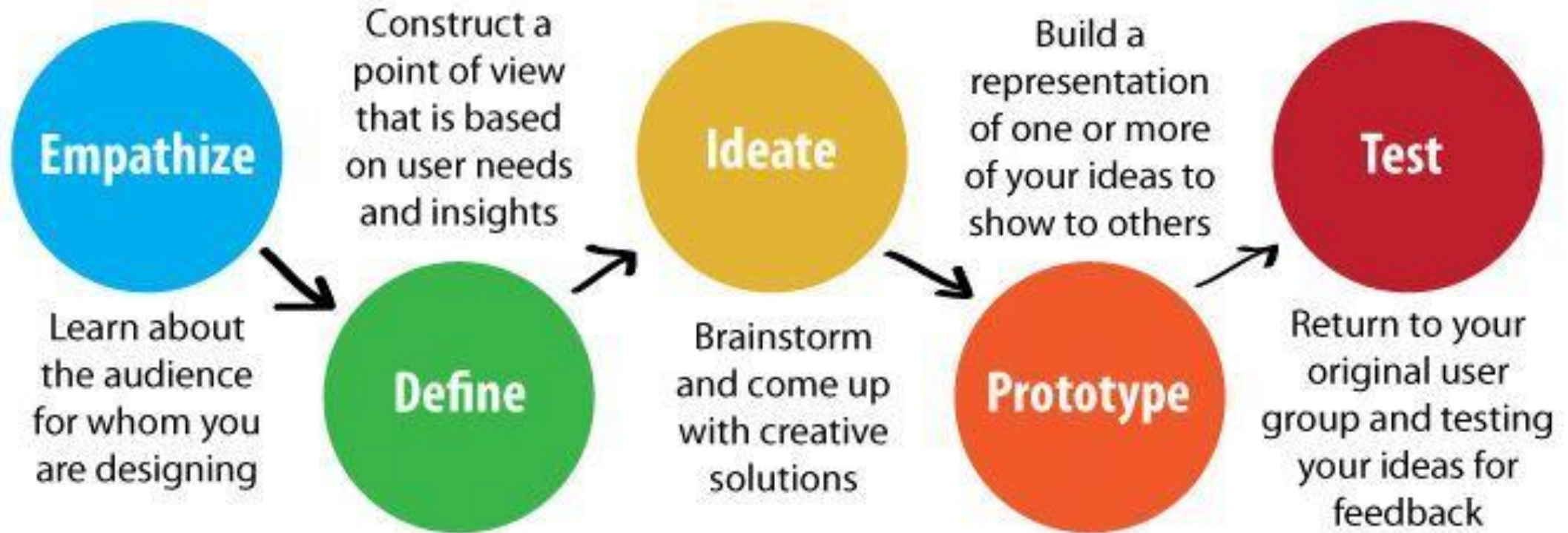


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# Design thinking method







# Step 1. Empathize

- The aim of this step is to paint a clear picture of who your end users are, what challenges they face, and what needs and expectations must be met.
- In order to build user empathy, you'll conduct surveys, interviews, and observation sessions.



## Step 2. Define

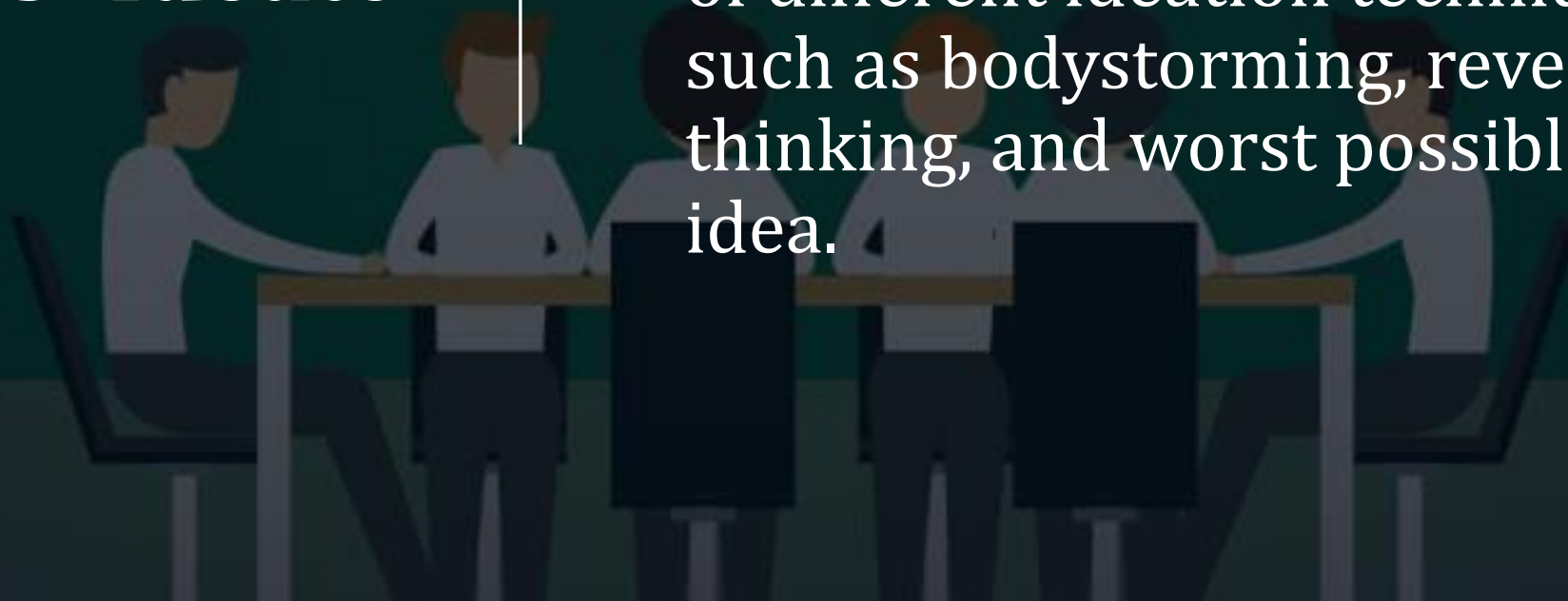
- Your problem statement sets out the specific challenge you will address. It will guide the entire design process from here on out, giving you a fixed goal to focus on and helping to keep the user in mind at all times.





## Step 3. Ideate

- The ideation phase gets you thinking outside the box and exploring new angles.
- In this step you can use a range of different ideation techniques such as bodystorming, reverse thinking, and worst possible idea.





## Step 4. Prototype

- The prototyping stage gives you something tangible that can be tested on real users. This is crucial in maintaining a user-centric approach.
- **For example:** One idea that came up was to offer free yoga classes. To prototype this idea, you set up a dedicated yoga room in the office, complete with mats, water bottles, and hand towels.



## Step 5. Test

- The testing phase enables you to see where your prototype works well and where it needs improving. Based on user feedback, you can make changes and improvements before you spend time and money developing and/or implementing your solution.
- **For example:** You decide to test the yoga idea for two months to see how employees respond. You find that people enjoy the yoga classes but are put off by the fact that they are in the middle of the day and there is nowhere to shower. Based on this feedback, you decide to move the yoga classes to the evening.





Be brave – develop your ideas!





Design thinking  
example





Design thinking example



# Thank you for your attention!

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