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PRINCIPLES OF *design thinking*

1 | EMPATHIZE



Focus on the needs of others, becoming aware of their context, culture and circumstances so that you can gain insight into the challenges they are facing.



Observe
Interview
Listen



Do not be interested only in your own life, but be interested in the lives of others. Philippians 2:4

3 | IDEATE



Suspend judgment and consider your constraints as you collaborate with others to come up with ideas that answer your "How might we..." question.

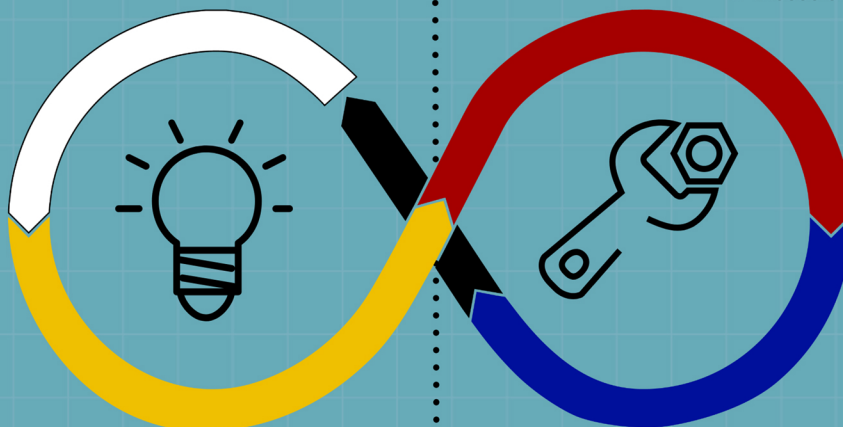


Brainstorm
Zoom out - Zoom in
Select a solution



We pray that he'll fill your good ideas and acts of faith with his own energy so that it all amounts to something. 2 Thessalonians 1:11

THINK



CREATE

2 | DEFINE



Based on this research, develop an effective "How might we..." question that will steer the creative process to address the identified challenge.



Develop a point of view
Create a "How might we..." question



Each of you must take responsibility for doing the creative best you can with your own life. Galatians 6:5

4 | PROTOTYPE



Using the best idea, create a low-fidelity product that will help you determine the feasibility of the concept.



Scribble Sketch
Role Play
Build a Model



He creates each of us by Christ Jesus to join him in the work he does, the good work he has gotten ready for us to do, work we had better be doing. Ephesians 2:10

5 | TEST



Test the effectiveness of the idea with your target group. Use this feedback to quickly make adjustments to your prototype.



What works?
What doesn't work?
Fail fast



Take good counsel and accept correction - that's the way to live wisely and well. Proverbs 19:20