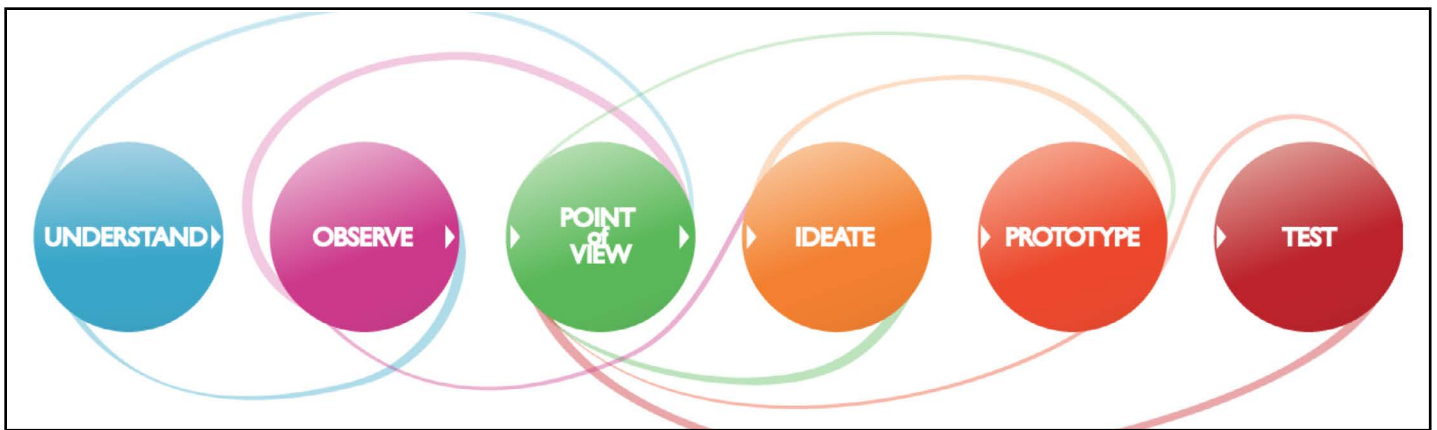# DESIGN THINKING

WHAT IS DESIGN THINKING?

"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."
—Tim Brown, president and CEO

• UNDERSTAND
TALKING TO EXPERTS AND CODUCTING RESEARCH

• OBSERVE
WATCHING HOW PEOPLE BEHAVE AND INTERACT WITH PYSICAL SPACES AND PLACES. TALKING TO PEOPLE AND ASKING QUESTIONS FOLLOWED BY REFLECTING.

• IDEATE
BRAINSTORMING IDEAS AND USING CREATIVITY. GENERATING A GREAT QUANTITY OF IDEAS.

• PROTOTYPE
CREATING A ROUCH AND RAPID PORTION OF THE DESIGN PROCESS. FOR EXAMPLE: SKETCHES, MODELS,

• TEST
**GOING BACK TO YOUR PROTOTYPE AND MODIFYING IT BASED ON FEEDBACK**

WHAT IS INNOVATION?

Innovation is a new idea, more effective device or process. Innovation can be viewed as the application of better solutions that meet new requirements, unarticulated needs, or existing market needs.

WHO IS IDEO?

IDEO is a global design company founded by David Kelly that creates impact through design. IDEO takes a human-centered, design-based approach to helping organizations in the public and private sectors innovate and grow.
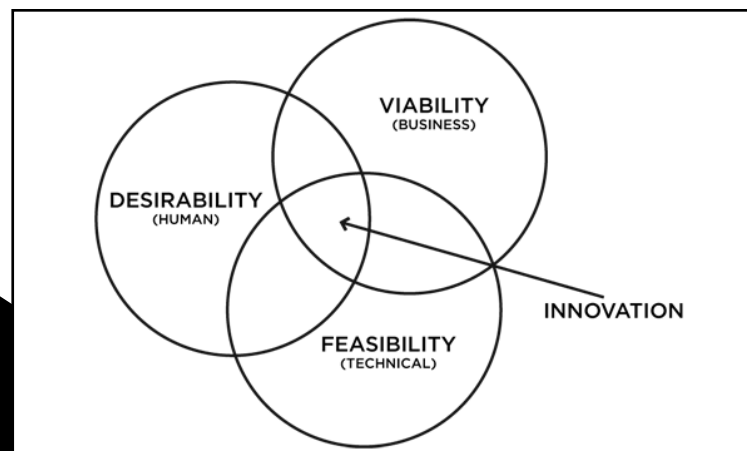
WHO IS FRED DUST?

As a Partner at IDEO, Fred Dust works with leaders and change agents to help reach the potential of innovation in networks of business, government, and society. He Currently serves on IDEO.org's Board of Directors, the Board of Governors at Parsons, The New School, and the Advisory Board for Aspen Institute's Business and Society Program. Fred is a speaker, advisor, and lecturer and lectures on various topics including design methodology. Fred holds a bachelor's degree in art history from Reed College and a master's in architecture from the School of Environmental Design at UC Berkely.