

Action Guide

421: Cross-discipline Design Thinking

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Application Questions

1. Describe your experience with Design Thinking.
2. What framework, if any, have you used for Design Thinking?
3. If you haven't used Design Thinking yet, how could it help with your product work.



Actions to Take

What to Do Now

- When beginning a new project, start with empathy—understand your customers' needs.
- Next, define the problem. Then ideate and prototype.

What to Do Soon

- Consider doing customer interviews to learn more about your customers' needs. Look for patterns.
- When possible, create a functional and/or tangible prototype to show customers and get feedback on.